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SALES & MARKETING MANAGEMENT

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SURVEY OF BUYING POWER

PART II

SECTION A: SURVEY FEATURES

SECTION B: MERCHANDISE LINE SALES

SECTION C: 1991 METRO-AREA PROJECTIONS

SECTION D: SURVEY OF NEWSPAPER MARKETS

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SECTION F: ZIP CODE SUMMARIES

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SECTION A:

Editorial Features and Highlight Tables

PROJECTIONS:

Just How Reliable Are They?

Market Statistics' Ed Spar and Elias Fokas explain how the projection-making process resembles an ever-widening series of ripples in the statistical pond.

In today's business world, a company's reputation is often only as good as its most recent success—a maxim especially true in the highly competitive arena of statistics. Here, establishing a track record of reliability and quality is all important, particularly since the number of companies offering demographic and socioeconomic data has grown so dramatically in recent years.

This same proliferation of providers has also made the task of choosing the right data company nearly as difficult as deciphering the numbers themselves. This is primarily because, given the higher level of user sophistication these days, the selection process almost always involves questions about sources and methodology—something that most data producers shrink from like vampires exposed to the rays of the sun.

Fortunately, Market Statistics, the Bill Communications division that produces the data for Sales & Marketing Management's *Survey of Buying Power* and the *SBP Data Service*, has no such fears when it comes to discussing the whys and wherefores of the numbers. In fact, they consider the interplay between user and provider an integral part of the statistical process, a process that can even result in examinations of the relevancy of their own data, as we will soon see.

A comparative study of the five-year projections from S&MM's *Survey of Buying Power—Part II* with current estimates produced for the July *Survey of Buying Power* clearly illustrates the problems involved with predicting the statistical future. Looking at these two sets of figures, we see that the three major data fields—population, income, and retail sales—all show significantly different levels of accuracy. Population projections, for example (TABLE 1), have proven to be relatively accurate, with the largest margin of error registering -7.7%—this being an under-estimation of the 1986 population of the New York metro area. Overall, however, the average margin of error in population projections was pretty low, calculating at slightly less than +1% on the regional level, -0.3% for the 10 largest states, and -2.2% for the nation's top 10 metros.

Income and retail sales, on the other hand (TABLES 2 & 3), show a much higher margin of error between projections and actuals, with averages in the 17% to 20% range for income and the 16% to 25% range for retail trade. Unlike population, these areas were consistently over-estimated back in 1982, which raises the question of why statistics for economic fields have failed to live up to their projections.

In an effort to provide our readers with an explanation of the projection-making process—and, more important, to explain how these data can end up being over- or under-estimated—S&MM recently talked to two of the principles at Market Statistics, president Ed Spar and senior vice president Elias Fokas. Spar, who played the role of Bad Cop to Fokas's Good Cop, began the following interview with a discussion of the good, the bad, and the ugly side of demographic and economic projections.

Spar: Before we get started here, I'd just like to say that I'm glad we're having this interview, because I've fought against producing these projections for years.

S&MM: *For what reasons?*

Spar: Well, in all candor, if you look at the Survey issues in terms of the current estimates for income and retail trade, you'll almost certainly find that those are the weakest series in the whole book. Nobody's ever tried to hide that fact, and it's patently obvious every five years when you pull out your new economic census and you do some comparisons. Consequently, when you do projections, you're dealing with a benchmark figure that in itself has problems. You're not even on solid ground when you start with your baseline figure. Then you're going ahead and projecting it, which I have to say is sheer nonsense. It just shouldn't be done.

When we at Market Statistics provide a client with a projection—which is not that often—we do so with so many caveat emptors; we really warn them about this kind of thing. And we can do that, since we're operating on a one-to-one basis with our clients. They hear us. Of course, that's because we scream and howl at them and even try to un-sell the job if we can. Unfortunately, you can't do that with the reader because of the old phrase, "The numbers take on a life of their own." They get picked up out of context and people run with them; and you can scream and rave and rant that these are shaky figures, but it won't make any difference.

S&MM: *So I take it you'd rather not see these projections published without some kind of Surgeon General's warning attached?*

Spar: Well, I don't think you're being honest to the reader if you don't at least say, "We produce

TABLE 1—POPULATION PROJECTIONS

Notes on the margin:
A look at population figures for Regions . . .

Geography	1986 Projected (Thous.)	1986 Actual (Thous.)	% Difference (+ or − from Actual)
New England	12,761.9	12,820.0	− 0.5%
Middle Atlantic	36,773.9	37,620.4	− 2.3
East North Central	42,902.2	42,129.9	+ 1.8
West North Central	18,106.0	17,882.3	+ 1.3
South Atlantic	41,401.2	41,220.8	+ 0.4
East South Central	15,968.7	15,391.6	+ 3.7
West South Central	27,163.3	27,050.3	+ 0.4
Mountain	13,750.8	13,180.2	+ 4.3
Pacific	35,808.8	35,916.2	− 0.3
. . . biggest States . . .			
California	26,487.3	27,080.8	− 2.2%
New York	17,344.5	17,979.6	− 3.7
Texas	16,586.7	16,738.1	− 0.9
Pennsylvania	11,945.7	11,953.5	− 0.1
Florida	11,847.9	11,740.6	+ 0.9
Illinois	11,713.4	11,663.2	+ 0.4
Ohio	11,002.6	10,837.3	+ 1.5
Michigan	9,546.5	9,222.9	+ 3.5
New Jersey	7,483.7	7,687.3	− 2.7
North Carolina	6,389.1	6,386.6	N.C.
. . . and leading Metros			
New York	7,919.3	8,527.7	− 7.7%
Los Angeles	7,753.3	8,312.3	− 7.2
Chicago	6,055.1	6,166.3	− 1.8
Philadelphia	4,664.7	4,827.4	− 3.5
Detroit	4,301.0	4,223.5*	+ 1.8
Boston	3,654.0	3,724.2	− 1.9
Washington, DC	3,170.4	3,312.7*	− 4.5
Houston	3,381.2	3,232.2	+ 4.6
Nassau-Suffolk	2,680.5	2,663.8	+ 0.6
Atlanta	2,355.6	2,418.5*	− 2.7

Notes: **N.C.**—No Change. **Leading metros**—Metro area definitions, wherever possible, were reconfigured to conform to current OMB criteria, which underwent extensive changes in 1983. *—In cases where 1986 projections were unavailable for certain counties, 1982 metro configurations were substituted, with the appropriate adjustment made to 1986 actual figures.

Sources: Sales & Marketing Management's 1982 *Survey of Buying Power—Part II* for 1986 projections; 1987 *Survey of Buying Power* for 1986 actuals.

these numbers, but it's questionable if we should." What you should really ask is, "Are we doing you a disservice? Are these numbers harmful? We'd like you to let us know—since this is what we're coming up with—whether we should continue to do this." You see, as a statistician, I'm only interested in producing data that are useful. If it turns out that we're harming the user community, we shouldn't be doing it. I mean, you've got some pretty sophisticated users out there, some real heavy hitters, and I think the smart people who would want to use these numbers aren't using them because they're too smart. The ones who aren't as smart are using the numbers—and we're making them dumber. And here again I'm talking about income and retail trade projections, not population.

S&MM: *So given this imperfect universe, what should we be telling the user about these numbers?*

Spar: Well, I think we should say, "Look, this is the problem you face when you make projections instead of forecasts. We've done this because many of our readers have asked us to do this." But I think we should seriously question whether we're doing the reader a disservice. I've always been very uneasy about these figures and I think that Market Statistics understands the realities of their limitations. I think the time has come to ask for some reader input.

S&MM: *Fair enough. Let's hope this generates some comments from users out there. Are these data working for you or are they creating problems?*

Spar: That's what we'd really like to find out.

S&MM: *You mentioned the difference between projections and forecasting. How does one compare to the other?*

Spar: Well, you really have to differentiate between the concepts of projecting and forecasting. We don't make forecasts, and we don't pretend to make them. Forecasts essentially try to model the future. They attempt to make a statement about the rates of change—almost a differential calculus approach—and how they affect inflation, the local or national economy, or how employment or unemployment will change at whatever rate. That's a forecast in statistical parlance. We don't do that. In essence, when you're dealing with 3,137 counties, you can't do that. What we do is simply take the historical rates and push them forward. We don't try and look into the future as a function of statistical economic analysis.

S&MM: *So these figures don't reflect forecasted changes in the local economy?*

Spar: We never say we forecast. We say we project, and projections don't try to account for what the local economy might look like five years from now. If you look at the data comparing our 1986 projections for retail trade—which were made back in 1982, by the way—to current 1986 estimates, you'll find that the retail sales figures for Chicago were way off. The problem is, Chicago recently went through one of its most severe recessions in decades. Of course, we would have

TABLE 2—**INCOME PROJECTIONS**

Past assumptions and present conditions: A look at Effective Buying Income figures for Regions . . .

Geography	1986 Projected ($000)	1986 Actual ($000)	% Difference (+ or – from Actual)
New England	199,416,801	181,309,157	+10.0%
Middle Atlantic	572,482,595	509,853,234	+12.3
East North Central	649,595,963	512,182,037	+26.8
West North Central	253,008,602	211,903,467	+19.4
South Atlantic	550,388,321	483,124,663	+13.9
East South Central	185,830,455	147,886,548	+25.6
West South Central	380,065,184	298,917,943	+27.1
Mountain	180,346,360	147,429,321	+22.3
Pacific	561,234,955	489,114,431	+14.7
. . . biggest States . . .			
California	422,845,767	380,811,129	+11.0%
New York	271,566,525	251,898,226	+ 7.8
Texas	243,184,489	195,120,293	+24.6
Illinois	191,832,477	153,596,607	+24.9
Florida	160,592,319	142,227,438	+12.9
Pennsylvania	172,677,527	141,869,040	+21.7
Ohio	162,550,624	128,034,367	+26.9
New Jersey	128,238,543	116,085,968	+10.5
Michigan	146,672,666	111,664,328	+31.3
Massachusetts	91,057,929	84,748,947	+ 7.4
. . . and leading Metros			
New York	130,018,015	121,150,624	+ 7.3%
Los Angeles	121,786,797	114,134,025	+ 6.7
Chicago	105,511,603	86,724,155	+21.7
Philadelphia	76,780,717	63,471,921	+20.9
Washington, DC	63,993,025	58,703,652*	+ 9.0
Boston	60,645,978	57,664,154	+ 5.2
Detroit	74,393,151	54,786,626*	+35.8
Nassau-Suffolk	48,326,344	46,264,678	+ 4.5
Houston	62,682,016	43,535,505	+44.0
Anaheim-Santa Ana	42,663,795	34,579,535	+23.4

Notes: **Leading metros**—Metro area definitions, wherever possible, were reconfigured to conform to current OMB criteria, which underwent extensive changes in 1983. *—In cases where 1986 projections were unavailable for certain counties, 1982 metro configurations were substituted, with the appropriate adjustment made to 1986 actual figures.

Sources: Sales & Marketing Management's *1982 Survey of Buying Power—Part II* for 1986 projections; *1987 Survey of Buying Power* for 1986 actuals.

had no way of knowing that was going to happen, and even if we did, that's a function of forecasting. Now, in Philadelphia, our projections turned out to be pretty good, but that's because nothing ever happens in Philadelphia. Sorry. I'm kidding, OK? Please, you people in Philadelphia, don't send me any letters.

Anyway, in terms of retail trade, we were only off by 7% there, which is not too bad, and the same thing is true in Boston. In Detroit, on the other hand, we obviously assumed that, based on the national averages, Detroit was going to stay on a fairly even course. But it didn't and it's flopped again, much to the dismay of Mayor Young, I'm sure.

S&MM: *So it would be a mistake for anyone looking at these numbers to assume that you're taking economic forecasts into account?*

Spar: That's absolutely correct.

Fokas: What we're saying here, in terms of the projections, is that given the situation today—and knowing how it was yesterday—this is what we expect it to be tomorrow.

TABLE 3—RETAIL SALES PROJECTIONS

Great (and not so great) expectations: A look at retail sales figures for Regions . . .

Geography	1986 Projected ($000)	1986 Actual ($000)	% Difference (+ or − from Actual)
New England	98,079,479	97,592,211	+ 0.5%
Middle Atlantic	258,253,514	224,482,793	+15.0
East North Central	314,023,264	243,767,615	+28.8
West North Central	140,955,482	108,252,604	+30.2
South Atlantic	314,873,633	253,773,354	+24.1
East South Central	103,012,152	79,003,229	+30.4
West South Central	222,891,707	159,264,034	+40.0
Mountain	104,616,964	79,275,565	+32.0
Pacific	281,181,043	230,761,685	+21.8

. . . biggest States . . .

Geography	1986 Projected ($000)	1986 Actual ($000)	% Difference (+ or − from Actual)
California	206,792,811	177,443,882	+16.5%
Texas	146,928,472	103,411,931	+42.1
New York	118,856,067	102,542,772	+15.9
Florida	99,788,632	78,835,837	+26.6
Pennsylvania	82,553,123	68,952,060	+19.7
Illinois	86,267,426	66,088,064	+30.5
Ohio	78,628,578	62,937,420	+24.9
Michigan	74,375,052	55,686,490	+33.6
New Jersey	56,844,324	52,987,961	+ 7.3
Massachusetts	46,156,119	46,333,956	− 0.4

. . . and leading Metros

Geography	1986 Projected ($000)	1986 Actual ($000)	% Difference (+ or − from Actual)
Los Angeles	57,962,288	53,797,936	+ 7.7%
New York	46,628,998	44,722,153	+ 4.3
Chicago	46,363,158	37,545,044	+23.5
Philadelphia	33,312,925	31,122,684	+ 7.0
Boston	28,516,747	30,511,219	− 7.0
Detroit	36,808,503	27,814,358*	+32.3
Washington, DC	28,937,920	25,686,435*	+12.6
Houston	36,670,414	21,801,603	+68.2
Nassau-Suffolk	22,355,793	20,979,657	+ 6.6
Atlanta	19,162,623	18,400,478*	+ 4.1

Notes: **Leading metros**—Metro area definitions, wherever possible, were reconfigured to conform to current OMB criteria, which underwent extensive changes in 1983. *—In cases where 1986 projections were unavailable for certain counties, 1982 metro configurations were substituted, with the appropriate adjustment made to 1986 actual figures.

Sources: Sales & Marketing Management's *1982 Survey of Buying Power—Part II* for 1986 projections; *1987 Survey of Buying Power* for 1986 actuals.

Spar: That's really all we're trying to do. It's purely statistical.

Fokas: And in the case of retail trade, it's further complicated by the fact that you have a new census every five years instead of every ten years, and therefore you have to change the benchmarks. Remember, these projections and actuals you have here are based on two different census counts (the 1977 and 1982 Censuses of Retail Trade).

S&MM: *Which brings us in a roundabout way to the question of inflation. Given the fact that these numbers have to be projected from past and present data, how much of a problem does inflation cause in calculating income and retail sales figures?*

Spar: Well, staying with retail trade for a moment, you can see that when these projections were made back in 1982—before the absolute disaster in the oil industry—we were expecting the growth in Houston to be quite dramatic, just as it had been from the seventies up through the early eighties. The trouble is, it just didn't happen that way and the bottom fell out of that market. There's no way we could have projected that. And with income projections, which ultimately affect retail trade, you find that you can make all the projections you want, but if inflation starts to change, and you're projecting from historical inflation rates, your numbers five years out are going to look pretty bad. And that's exactly what happened to us.

Fokas: Inflation accounts for about 40% of the change in economic projections. For 1986 and 1987, we're using an inflation rate of about 3.2% throughout. But going back to the early eighties, the assumed inflation rate was somewhere around 11%.

S&MM: *Before we get too far into this, could you explain how you go about making projections? What comes first?*

Fokas: Everything we do is based on population in one way or another, so that's where we start. The formula for population change is: natural increase plus net migration. Natural increase is simply births minus deaths. Basically, what we do is make a projection of births and deaths, and migration stays constant.

S&MM: *How are birth projections done?*

Fokas: Birth projections are based on a projection of fertility rates at the national level, which is then applied to the fertility rate for individual counties. We have the actual fertility rate for every county as of today, which is defined as the total number of births divided by the female population aged 15 to 44 years old. We have these data on a county basis, since we collect the actual number of births every year. We also have an estimate of the female population for this age group, so we can then calculate the fertility rate for each county as of today. Then the question is, how do you project the fertility rate from now to five years from now? Here, we go to the national level and—looking back over the last five or ten years—we project a national fertility rate for the next five years by each individual year. Then we express each year's fertility rate as a percentage change.

At that point, we go back to the county level, and since we have the actual fertility rate by county, we apply the national trend to that rate, one year at a time. So you have 3,137 different fertility rates for this year, but because of the national model, they will change at the same rate for the next five years. This is one reason why these projections are done from scratch each year, because the actual fertility rate of the county changes from year to year. So for next year's projections, for example, you'll have a new benchmark. Once you have the projected fertility rates, the next step is to take the projections for the female population aged 15 to 44 and calculate the projected number of births.

S&MM: *Is migration a part of this calculation, or is that factored in later?*

Fokas: Well, we do factor migration into the female age cohort by assuming that the number of inward or outward migrants are equally distributed across each individual age segment. What that means is that if you have, say, 100 migrants entering the county from one year to the next, then the females aged 15 to 44 would pick up a percentage of migrants equal to their share of the total population. For example, if this age group represents 15% of the population, then this procedure assumes that 15% of the migrants will also be females aged 15 to 44. Of course, this is only a part of the migration component, the rest of it is factored in later.

S&MM: *So now you've got the projected births. Are deaths calculated the same way?*

Fokas: Here the situation is much simpler, because the total death rate doesn't change that drastically from one year to the next. When you're talking about fertility rates, this is a factor that's closely related to the economy—people's perception of good times or bad times. If

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you compare fertility rates for each year from 1960 up to the present, you'll see some dramatic changes that pretty much represent how the economy has gone or at least how people have perceived the economic situation. With death rates, you don't have this problem. People die regardless of economics.

S&MM: *With the possible exception of stockbrokers, perhaps?*

Fokas: That's probably true.

S&MM: *Are death rates also gathered on a county basis?*

Fokas: Yes, we collect the actual number of deaths by county as part of our regular procedure, and we know these figures are accurate because every death has to be reported. We then calculate the current death rate for each county, and that death rate will remain constant throughout the projection. We don't even bother to calculate a national trend because the death rate is so constant—in the last 20 years it's been virtually the same to the decimal. Of course, in certain age groups, such as the first month of life, the death rate has dropped by a significant amount. But the overall rate has stayed pretty much the same. So you have projected births and projected deaths, which leaves us with migration, which is by far the most difficult factor to project.

S&MM: *Is this due to a lack of available data or to some other problem?*

Fokas: Basically, it's because migration changes so drastically from year to year and from county to county. Here, we simply take the last three years' migration statistics and average them, which is again considered as a constant rate throughout the projection.

S&MM: *And are these data also collected directly from the county, or are they from another source?*

Fokas: In terms of historical data, we primarily use files from the Internal Revenue Service and the Bureau's P-26 Series, from which we extract the actual migration on an annual basis. For example, if you compare IRS files from one year to the next—using social security numbers—you can tell whether people lived in the same county for two consecutive years. But this number can't be projected since it changes so drastically. The biggest problem with migration data is that they can go in different directions—either positive or negative. If you take the last three years of migration and try to create a projection based on a time series that includes both positive and negative figures, it won't work. So it's not the same as the fertility rate, which you can actually project. Here, so many things can happen within a county overnight that we just take the average of the last three years and that figure becomes the constant. That's the figure we use to make the projection.

S&MM: *So now you've got the population component projected. Where do you go from here?*

Fokas: Well, before you can do anything with income, you've got to project households, because when you make a projection of income, you're using income-per-household data. So we make a projection of how household size will change over the next five years, which is once again based on national trends. Then we go back to the counties and do much the same thing as we did for projecting fertility rates. We have an estimate of household size as of today, and we apply the national trend to this, which gives us a projection of household size on an annual basis. At this point, you have a total population projection and a projection of household size, and if you divide one by the other, you have households. Once you have that figure, you can then move on to income, which is based on a projection of income per household.

We calculate the average growth of income per household over the last five years. Then we project this out over the next five years, using national and state projections from the Bureau of Economic Analysis (BEA) as a control. Usually, we can make an estimate on a national basis ourselves by making certain assumptions about projected real growth and the rate of inflation.

S&MM: *Do you use a projected rate of inflation, or do you use the current rate?*

Fokas: Well, we make an estimate—either from the Consumer Price Index or the BEA—which is based on the current rate of inflation, which we assume as being constant throughout the projection. From these same sources, we get an idea of the projected real growth of the GNP. Adding real growth to the inflation rate gives you a total growth figure, which is then applied to total income per household. From there, you project out five years by each individual year, the same as we do for population.

Then we go back to the counties and the projections we calculated based on income per household. Here, you have to force the summation of all the counties in the U.S. to each projected year's total. In essence, every county has its own growth factor, but the inflation rate is assumed to be the same for all counties. So even though the total growth is different for each county, the part of the growth that is due to inflation is the same. In other words, every county has its own growth; it's only the inflation rate that's assumed to be the same.

S&MM: *Does it work the same way for retail sales?*

Fokas: Actually, we make two projections for retail trade, which kind of tells you how scared we are. One is based on retail sales per household—basically the same approach we use for projecting income.

S&MM: *But isn't retail sales per household an impure figure because of nonresident purchasing?*

Fokas: Unfortunately, that's correct, because you have nonresidents contributing to the total retail sales of the county. This is another reason why we use two different projections, the other of which is based on the ratio of retail sales to existing income. This assumes that—on a national level—49 or 50 cents of every dollar goes toward retail trade. But every county again has its own ratio. What we do is apply that national trend to the county, which is then multiplied by the projected income of that county to estimate projected retail sales.

So on the one hand we have a projection based on retail sales per household and on the other we have a projection based on the ratio of projected income to retail sales. At that point, we average the two figures, and the resulting number is the number we use. The only other step after that is to check it against certain national control numbers we have for retail trade.

S&MM: *So in other words, this is an ever-widening circle. You're closest to the source when you project population, and then the other areas—because they're based on what came before—move you further and further away from that point of origin.*

Fokas: That's right. Because, as I said before, everything we do is based on population in one way or another. You make a population projection, then households—which depends on population—and then income, which is based on households. Retail trade is also indirectly related to population, because there you use per-household data and also the ratio to total income, which is in turn related back to households.

S&MM: *So given that ever-expanding process from population on out, this means that population*

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figures are probably the most reliable, with income slightly less so and retail trade less still?

Fokas: That's correct. And the comparisons you have here bear that out.

S&MM: *Is it then safe to say that most of the 30% and 40% differences between 1986 income and retail sales projections and the 1986 actuals are a result of the assumed rate of inflation you used, or is the problem more in the process itself?*

Fokas: I don't think inflation's the only reason. You see, households are a derivative of the population projection, and income projections are based not only on an inflation rate but also on income per household. So if your projection of households changes from one year to the next, then your total projected income will also change. On the one hand you have a revision based on the inflation rate, and on the other you have a revision based on the projection of the number of households. Both of these factors will affect the income projection as well as that of retail trade.

S&MM: *Let's go back, if we could, to the differences between 1986 projections and 1986 actuals. Some of these percentages are pretty low while others are obviously very high. Is there some sort of acceptable margin of error that most people work with to decide whether to use these numbers?*

Spar: I'll tell you, as a statistician, that phrase always gets me nervous, because when you talk about statistical margin of error, there are basically three types. One is a sampling rate error; in other words, it's some tolerance you put around a figure, and that's what I think we're talking about here. But since we're not dealing with a sample in the classic statistical sense, we don't have that number—we just don't know what it is. The second type of error is error as a function of—well, error. You just know that you're wrong. How much are you going to be off? Who the hell knows? We certainly don't know. And the third type is just gross mathematical error. When we do that we correct it.

S&MM: *But what about error in terms of comparison—either to your own figures or to Census Bureau figures?*

Spar: Well, here you're doing it five years later, and that's really kind of tough. Of course, if you were to ask us how we compare to other independent series of data for a given year, we can answer that, and we certainly do our best to check our numbers against other data. Sometimes we're off, sometimes we believe we're right and they're wrong, and other times we say, "Well, maybe if we'd seen that earlier we could have done something about it." But when you talk about acceptable error, that's a pretty subjective question.

S&MM: *Granted, but certainly you must be aware of what kind of framework people in a business climate use.*

Fokas: What we usually tell clients is that, in any given year, if we're within 15% of reality, that's a damn good estimate for income and sales projections.

Spar: Yes, but what it boils down to is you get what you pay for. If people are insistent that you be within 2%, then what you've got to

SURVEY HIGHLIGHT

The 50 largest metro markets of 1991: LA leads the way

1991 Rank	Metro Market	Projected 1991 Pop. (Thous.)	Projected % Change 1986–91
1.	Los Angeles-Long Beach	**8,869.6**	+ 6.7%
2.	New York	**8,713.0**	+ 2.2
3.	Chicago	**6,187.9**	+ 0.4
4.	Philadelphia	**4,884.2**	+ 1.2
5.	Detroit	**4,412.7**	+ 1.2
6.	Boston-Lawrence-Salem-Lowell-Brockton	**3,752.9**	+ 0.8
7.	Washington, DC	**3,744.8**	+ 5.7
8.	Houston	**3,567.9**	+10.4
9.	Atlanta	**2,800.3**	+10.1
10.	Nassau-Suffolk, NY	**2,738.7**	+ 2.8
11.	Dallas	**2,666.3**	+12.1
12.	St. Louis	**2,498.7**	+ 1.9
13.	San Diego	**2,466.0**	+11.2
14.	Minneapolis-St. Paul	**2,445.9**	+ 5.3
15.	Baltimore	**2,374.7**	+ 3.0
16.	Anaheim-Santa Ana	**2,341.3**	+ 7.5
17.	Riverside-San Bernardino, CA	**2,325.2**	+15.9
18.	Phoenix	**2,221.4**	+15.9
19.	Tampa-St. Petersburgh-Clearwater, FL	**2,133.9**	+11.4
20.	Pittsburgh	**2,103.4**	− 1.7
21.	Oakland	**2,070.6**	+ 6.2
22.	Newark	**1,905.4**	+ 0.3
23.	Miami-Hialeah	**1,901.7**	+ 6.5
24.	Seattle	**1,860.5**	+ 5.8
25.	Cleveland	**1,823.2**	− 1.6
26.	Denver	**1,796.3**	+ 8.9
27.	San Francisco	**1,649.6**	+ 4.2
28.	Kansas City	**1,582.3**	+ 3.7
29.	San Jose, CA	**1,484.5**	+ 5.4
30.	Sacramento	**1,450.9**	+11.2
31.	Cincinnati	**1,421.0**	+ 0.1
32.	Fort Worth-Arlington	**1,420.3**	+15.9
33.	New Orleans	**1,402.8**	+ 4.1
34.	Milwaukee	**1,400.5**	+ 0.4
35.	Norfolk-Virginia Beach-Newport News, VA	**1,394.9**	+ 6.7
36.	San Antonio	**1,378.6**	+10.2
37.	Columbus, OH	**1,334.4**	+ 2.5
38.	Bergen-Passaic, NJ	**1,311.1**	+ 0.6
39.	Fort Lauderdale-Hollywood-Pompano Beach	**1,280.0**	+ 9.6
40.	Indianapolis	**1,247.2**	+ 2.3
41.	Portland, OR	**1,188.3**	+ 2.5
42.	Charlotte-Gastonia-Rock Hill	**1,140.3**	+ 6.4
43.	Salt Lake City-Ogden	**1,139.5**	+ 8.3
44.	Hartford-New Britain-Middletown-Bristol, CT	**1,126.5**	+ 2.6
45.	Oklahoma City	**1,081.0**	+ 8.9
46.	Monmouth-Ocean, NJ	**1,033.1**	+ 7.9
47.	Orlando, FL	**1,031.4**	+14.7
48.	Rochester, NY	**1,005.4**	+ 1.3
49.	Nashville, TN	**995.8**	+ 6.3
50.	Middlesex-Somerset-Hunterdon, NJ	**983.6**	+ 4.0

Source: Sales & Marketing Management's *1987 Survey of Buying Power—Part II* do is an amount of research so massive that you'll ensure that. Certainly, this is not what we've tried to do here. What we've tried to do is come up with a reasonable projection based on history. And that means you're going to have to accept a certain amount of statistical error, because no one here can do the vast amount of research on the local level—which really amounts to a forecast—to make it an "acceptable" level to somebody that needs 2%.

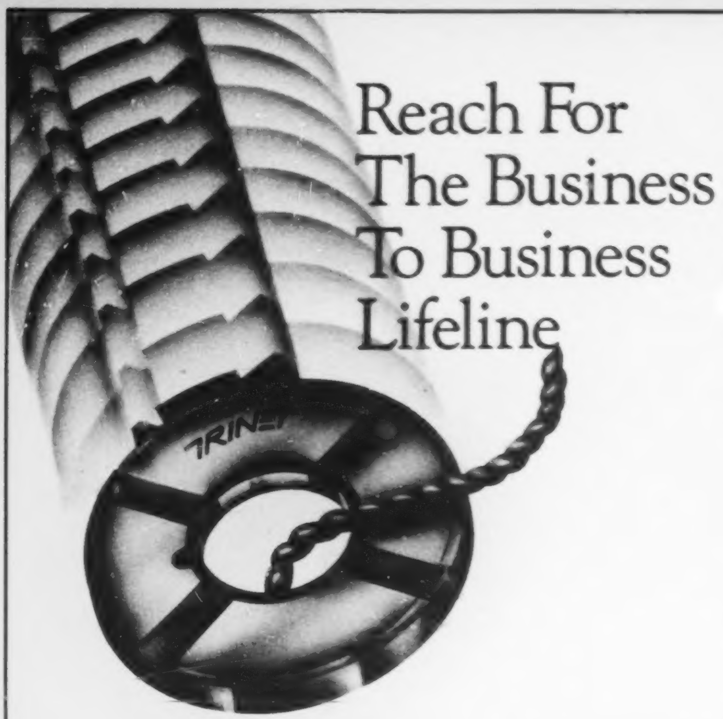
S&MM: *So what's your feeling about comparing projections and actuals? Is it valid?*

Spar: Basically, I think it just won't work. It falls apart. And the only time it won't fall apart is if nothing ever happens. If we went back to the fifties, and this was 1957 instead of 1987, we probably would have great data. There was no inflation to speak of, nobody went anywhere, the country really fell asleep for 10 years. Back in the fifties it was very easy to make a population estimate. There was a more stable type of migration. In those days, school enrollment was the major factor used to calculate migration. That just wouldn't work today.

Fokas: As far as projections are concerned, I think you also have to consider other officially accepted projections, such as the state control totals for income from the BEA. When we apply our procedures and methodology on a county-by-county basis and we make a projection, we're checking that against BEA controls. If we're off by 25% or 30% then that would mean, by definition, that the BEA is off by that amount too.

If you define our job as trying to do the best we can—the best projection we can produce—then we've succeeded. But in reality, when you use these numbers to make marketing decisions, you have to realize that for any given county there's going to be the possibility of error. We produce these numbers because we believe that, given the definition of our job, we've done our best and these are the best projections available.

S&MM: *Do you think the average user is aware that this kind of error is inherent in these numbers?*



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SURVEY HIGHLIGHT

Metros with the highest household incomes in 1991

1991 Rank	Metro Market	1991 Average Household EBI
1.	Bridgeport-Stamford-Norwalk-Danbury, CT	$73,851
2.	Nassau-Suffolk, NY	71,637
3.	Lake County, IL	68,624
4.	Washington, DC	64,031
5.	Middlesex-Somerset-Hunterdon, NJ	63,163
6.	San Jose	62,556
7.	Bergen-Passaic, NJ	62,337
8.	Grand Forks, ND	61,138
9.	Oxnard-Ventura, CA	60,662
10.	Trenton, NJ	60,216
11.	Anaheim-Santa Ana, CA	59,777
12.	San Francisco	58,959
13.	Newark	58,615
14.	Midland, TX	58,599
15.	Honolulu	58,043
16.	Anchorage	56,403
17.	Boston-Lawrence-Salem-Lowell-Brockton	56,325
18.	Hartford-New Britain-Middletown-Bristol, CT	56,282
19.	Oakland	56,269
20.	Monmouth-Ocean, NJ	56,094
21.	Poughkeepsie, NY	55,918
22.	Brazoria, TX	55,655
23.	Manchester-Nashua, NH	55,493
24.	New London-Norwich, CT	55,004
25.	New Haven-Waterbury-Meriden, CT	54,999
26.	Minneapolis-St. Paul	$54,770
27.	Kenosha, WI	53,862
28.	Chicago	53,679
29.	Santa Barbara-Santa Maria-Lompoc	53,676
30.	Aurora-Elgin, IL	53,529
31.	Wichita, KS	53,426
32.	Seattle	53,416
33.	Lincoln, NE	53,370
34.	Portsmouth-Dover-Rochester, NH	53,264
35.	Omaha	53,216
36.	Richland-Kennewick-Pasco, WA	53,086
37.	San Diego	52,969
38.	Santa Cruz, CA	52,437
39.	Topeka	52,392
40.	Wilmington, DE	52,281
41.	Kalamazoo, MI	52,108
42.	Rochester, MN	52,013
43.	Dallas	51,877
44.	Ann Arbor, MI	51,375
45.	Grand Rapids, MI	51,152
46.	Salinas-Seaside-Monterey, CA	51,111
47.	Denver	51,096
48.	Iowa City	51,007
49.	Peoria, IL	50,659
50.	West Palm Beach-Boca Raton-Delray Beach, FL	50,615
	U.S. Average	**$45,362**

Source: Sales & Marketing Management's *1987 Survey of Buying Power—Part II.*

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Spar: The average person out there is getting paid to do a specific job, not to be a statistician. They rely on us to be their statistican. So I would have to say that I think they're probably not aware. That's what they pay us for.

One of the reasons that we're not as rich as we could be is that we've taken the stand that we're not going to make estimates for things we don't believe in. We don't make estimates for census tracts, we limit the number of estimates we make for zip codes, we limit the number of estimates we make at the county level. And let me just make it clear that here I'm talking about estimates—the data we call "current" or what you're calling "actuals."

S&MM: *What does all of this boil down to in terms of how projections should be treated by the user?*

Spar: The bottom line is that population data are pretty solid, because the factors that can get you into trouble are fewer with population. Here, you have only three components—births, deaths, and migration. Births and deaths—no matter what—we've got a pretty good handle on at the county level. With migration, unless some incredible economic fiasco takes place, for the most part you can extrapolate the migration flow. In the case of a Houston, however, your numbers are going to be off the wall because the bottom fell out of that market. But if you take a look at other metros, the figures aren't too bad. That's basically because we have more solid data for population. A lot of people make projections and a lot of people do forecasts, and we can hook into those numbers—and we do. We're very careful to pick up whatever we can from the Bureau. So not only do you have a situation where less can go wrong, you've got more information to work with to help you verify what you're doing. When it comes to income and retail trade, it's more like random chance. There are more factors that can affect the numbers adversely and there's also less to go on in terms of the basic data themselves.

Going back to what I said before, when you make a projection from a baseline number, that number's going to be pretty good. If you're projecting population from 1980 to 1986, one's a census benchmark and the other's an estimate. The 1986 estimate is a reasonable estimate, so you're really projecting from two good points. When you're projecting income or retail trade from 1980 to 1986, the 1980 figure is fine, but 1986 is already a soft number. If you try to extrapolate from a number that's already soft, no matter how you look at it you're going to do much better with population. ■

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SURVEY HIGHLIGHT

Tomorrow's fastest-growing markets: Naples and Anchorage tie for first

1991 Rank	Metro Market	Projected % Growth 1986–91
1.	Anchorage	17.7%
1.	Naples, FL	17.7
3.	Midland, TX	17.6
4.	Austin, TX	17.4
5.	Ocala, FL	17.3
6.	Fort Myers-Cape Coral, FL	16.9
6.	Fort Pierce, FL	16.9
8.	Melbourne-Titusville- Palm Bay, FL	16.5
9.	West Palm Beach-Boca Raton- Delray Beach, FL	16.4
10.	Bryan-College Station, TX	16.0
11.	Fort Walton Beach, FL	15.9
11.	Fort Worth-Arlington, TX	15.9
11.	Phoenix	15.9
11.	Riverside-San Bernardino	15.9
15.	McAllen-Edinburg-Mission, TX	15.8
16.	Merced, CA	15.6
17.	Orlando, FL	14.7
18.	Daytona Beach, FL	14.6
19.	Sarasota, FL	14.5
20.	Las Cruces, NM	13.5
21.	Panama City, FL	13.4
22.	Bakersfield, CA	13.1
22.	Bradenton, FL	13.1
24.	Tyler, TX	13.0
25.	Las Vegas	12.9

Source: Sales & Marketing Management's *1987 Survey of Buying Power—Part II*

SALES & MARKETING
MANAGEMENT

SECTION B:

Merchandise

Line Sales

GUIDE TO USING S&MM METRO AREA MERCHANDISE LINE SALES DATA

Merchandise Line Sales data pertain to total sales of a product category by the various retail store types handling that particular product line. For example, if the dollar sales of "Groceries & Other Foods" in food stores, restaurants, department-store lunch counters, snack bars, vending machines, etc., are aggregated, the resulting figure would represent merchandise line sales for that category. Because of this distinction, merchandise line sales should not be confused with store-group sales, which pertain to the business volume of a retail outlet category, such as Food Stores. Food stores sell many more types of merchandise than just food products. The updates from the 1982 Census of Retail Sales shown in this section refer to seven broad product categories, such as groceries and other food products, footwear, and major household appliances. Merchandise line totals provide a more realistic estimate of a particular product's market share than that which is indicated by store-group sales.

To enhance the usefulness of merchandise line sales totals, the Summary of Merchandise Line Sales by Region and State shows, for each product category, the dollar sales accounted for by a leading store type associated with the product classification. This makes these data more useful in analyzing distribution channels in a particular market. The dominant store types and their related merchandise line category shown in the regional and state summary table are: Food Stores for Groceries & Other Foods; Drugstores for Drugs & Health & Beauty Aids; Apparel Stores for Women's & Girls' Clothing; Apparel Stores for Men's & Boys' Clothing; Apparel Stores for Footwear; Furniture-Home Furnishing-Appliance Stores for Major Household Appliances; and Furniture-Home Furnishing-Appliance Stores for Furniture & Sleep Equipment.

Groceries & Other Foods include meat, fish, and poultry; produce; frozen foods; dairy products; bakery products (except frozen); delicatessen items; and all other foods. (Note: Meals, snacks, alcoholic beverages, packaged alcoholic beverages, and tobacco products are not included in this category.)

Drugs & Health & Beauty Aids include proprietary drugs, health aids, cosmetics, and other hygiene products.

Women's & Girls' Clothing includes infants' and toddlers' apparel and accessories; girls' and subteen clothing and accessories; women's, misses', and juniors' furs and fur garments, dresses, casual and utility coats, jackets, rainwear, and active sportswear; women's hosiery, bras, girdles, and foundations; women's, misses', and juniors' lingerie, sleepwear, and loungewear; women's handbags and small leather goods; women's hats, hairpieces, and trimmings; and women's accessories.

Men's & Boys' Clothing includes men's, boys', young men's, and students' clothing and accessories; men's overcoats, topcoats, rainwear, and outerwear; men's suits, sport coats, formal wear, and tailored slacks; men's jeans and casual slacks; career apparel and work clothes; men's shirts, novelty shirts, and sweaters; men's hosiery, pajamas, robes, and underwear; men's sportwear; and other accessories.

Footwear includes women's and girls' footwear; men's and boys' footwear; children's footwear; and footwear accessories. (Note: Infants' and toddlers' footwear are not included.)

Major Household Appliances includes such items as kitchen appliances, laundry appliances, and other major household appliances.

Furniture & Sleep Equipment includes living room, dining room, and bedroom furniture; sleep furniture and equipment; and all other furniture including outdoor and office furniture.

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SUMMARY OF MERCHANDISE LINE SALES BY REGION AND STATE

S&MM ESTIMATES

RETAIL SALES BY MERCHANDISE LINE—1986

REGION State	Groceries & Other Foods		Drugs & Health & Beauty Aids		Women's & Girls' Clothing		Men's & Boys' Clothing		Footwear		Major Household Appliances		Furniture & Sleep Equipment	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEW ENGLAND	**17,159,730**	**16,613,897**	**3,118,765**	**2,071,420**	**5,214,524**	**2,650,677**	**2,738,082**	**1,226,058**	**1,372,753**	**978,562**	**1,016,287**	**448,056**	**1,714,891**	**1,368,490**
Connecticut	4,335,271	4,199,258	799,106	470,194	1,295,533	665,641	674,913	300,589	359,570	273,470	271,998	160,491	482,429	386,156
Maine	1,535,066	1,482,900	212,844	145,343	296,233	120,777	218,265	87,465	120,118	58,826	79,042	31,709	90,184	68,509
Massachusetts	7,872,728	7,625,205	1,550,204	1,079,905	2,742,486	1,429,788	1,364,957	631,355	667,852	483,983	472,806	180,054	837,337	672,397
New Hampshire	1,558,742	1,520,419	230,197	137,451	388,165	179,908	207,498	85,769	102,818	75,985	89,704	27,465	151,115	117,296
Rhode Island	1,151,215	1,116,417	225,445	174,799	340,739	181,774	174,718	78,016	79,844	59,975	65,193	31,166	104,140	82,306
Vermont	706,708	669,698	100,969	63,728	151,368	72,789	97,731	42,864	42,551	26,323	37,544	17,171	49,686	41,826
MIDDLE ATLANTIC	**41,796,453**	**40,660,851**	**9,470,263**	**6,176,749**	**14,462,691**	**7,622,592**	**7,304,296**	**3,714,938**	**4,180,088**	**3,302,611**	**2,470,363**	**1,375,159**	**5,054,548**	**3,969,103**
New Jersey	9,528,818	9,303,999	2,044,399	1,224,349	3,279,462	1,805,926	1,625,527	831,195	926,819	729,311	634,854	379,352	1,192,091	946,195
New York	19,871,075	19,375,238	4,446,823	3,057,595	6,974,309	3,772,727	3,627,746	2,034,937	2,085,000	1,666,318	1,040,667	556,220	2,468,485	1,994,752
Pennsylvania	12,396,560	11,981,614	2,979,041	1,894,805	4,208,920	2,043,939	2,051,023	848,806	1,168,269	906,982	794,842	439,587	1,393,972	1,028,156
EAST NORTH CENTRAL	**41,822,631**	**38,688,053**	**10,042,208**	**6,418,416**	**13,334,193**	**6,329,159**	**6,804,761**	**2,654,117**	**3,780,075**	**2,681,246**	**2,754,579**	**1,461,403**	**4,750,460**	**3,697,866**
Illinois	10,448,082	9,949,059	2,655,340	1,619,926	4,277,744	2,246,867	2,075,473	989,770	1,250,836	878,762	734,535	339,727	1,427,730	1,097,474
Indiana	5,540,845	5,345,591	1,334,620	892,892	1,601,758	756,777	829,105	309,708	449,054	328,172	400,535	195,088	582,342	463,300
Michigan	10,102,352	8,620,774	2,384,837	1,592,612	2,900,135	1,548,014	1,435,306	610,154	809,960	628,668	623,476	392,972	1,046,107	853,592
Ohio	10,922,645	10,506,050	2,795,096	1,803,380	3,326,124	1,281,757	1,764,203	517,524	905,178	611,279	703,858	372,231	1,238,975	923,363
Wisconsin	4,808,707	4,266,579	872,315	509,606	1,228,432	495,744	700,674	226,961	365,047	234,365	292,175	161,385	455,306	360,137
WEST NORTH CENTRAL	**18,707,832**	**17,851,476**	**3,983,924**	**2,201,649**	**5,112,110**	**2,192,632**	**2,715,294**	**1,069,596**	**1,374,911**	**925,939**	**1,313,869**	**568,791**	**1,967,616**	**1,481,946**
Iowa	2,948,190	2,849,311	573,860	343,069	743,946	329,840	397,263	166,238	193,320	139,333	190,688	91,085	259,021	216,450
Kansas	2,542,034	2,447,145	610,061	353,086	634,553	276,137	361,031	145,908	181,674	128,075	209,722	98,732	277,620	209,752
Minnesota	4,899,197	4,601,851	950,273	519,504	1,424,384	580,896	731,424	294,324	347,636	226,683	314,382	106,066	523,042	373,620
Missouri	5,525,089	5,306,277	1,272,238	662,945	1,531,266	642,090	810,839	286,842	430,091	275,324	379,111	160,490	578,799	398,170
Nebraska	1,510,305	1,428,109	336,743	198,146	419,631	191,170	219,563	87,347	122,468	89,484	128,667	76,613	183,799	157,946
North Dakota	638,438	605,493	116,884	59,016	191,099	88,596	102,208	43,351	51,726	34,375	49,650	21,051	78,790	67,609
South Dakota	644,579	613,290	123,865	65,883	167,231	83,903	92,966	45,586	47,996	32,665	41,649	14,754	66,545	58,399
SOUTH ATLANTIC	**39,172,565**	**37,745,739**	**9,797,047**	**5,919,882**	**12,908,661**	**6,168,227**	**6,405,944**	**2,711,830**	**3,793,308**	**2,665,632**	**3,194,576**	**1,465,871**	**5,941,426**	**4,780,673**
Delaware	653,943	638,370	164,160	98,282	265,481	109,998	137,185	50,396	65,864	47,176	55,797	18,678	104,233	81,379
District of Columbia	496,581	473,576	151,261	97,614	248,868	161,436	123,213	78,826	83,383	66,529	29,789	14,176	78,550	61,896
Florida	11,318,740	10,929,437	2,876,026	1,661,859	3,770,360	1,836,181	1,802,733	736,250	1,095,325	820,685	1,034,626	551,477	1,861,900	1,502,895
Georgia	5,731,363	5,471,350	1,497,820	912,368	1,975,263	861,303	963,066	388,577	578,174	390,169	419,146	176,382	811,495	637,390
Maryland	4,818,875	4,690,968	1,137,327	664,191	1,563,074	659,280	806,520	333,878	442,450	307,516	314,753	133,352	692,914	506,481
North Carolina	5,687,572	5,450,570	1,460,256	930,568	1,847,802	994,258	928,072	412,879	548,304	376,729	533,324	223,140	960,771	798,846
South Carolina	3,162,020	3,046,298	702,725	419,319	920,615	502,882	469,533	220,232	277,983	193,532	240,128	114,108	394,909	343,563
Virginia	5,483,152	5,299,673	1,373,712	853,998	1,852,139	864,801	925,705	411,018	564,262	366,900	425,061	179,148	868,011	718,294
West Virginia	1,820,319	1,745,497	433,760	281,683	465,059	178,088	249,917	79,774	137,563	96,396	141,952	55,410	168,643	129,929
EAST SOUTH CENTRAL	**14,258,545**	**13,704,686**	**3,695,428**	**2,363,585**	**4,077,038**	**1,944,784**	**2,083,940**	**864,284**	**1,190,496**	**811,758**	**1,070,814**	**478,323**	**1,724,022**	**1,403,784**
Alabama	3,544,107	3,421,242	874,567	574,088	1,001,165	530,893	512,649	253,943	283,957	204,982	253,311	101,663	436,144	359,448
Kentucky	3,463,856	3,339,235	907,982	594,303	929,427	415,258	478,641	167,817	260,537	171,825	246,234	124,091	373,436	304,435
Mississippi	2,384,928	2,297,385	585,275	391,370	623,093	281,831	311,791	126,239	194,771	123,949	194,709	76,158	281,691	230,406
Tennessee	4,865,654	4,646,824	1,327,604	803,824	1,523,353	716,802	780,859	316,285	451,231	311,002	376,560	176,411	632,751	507,495
WEST SOUTH CENTRAL	**26,276,280**	**25,241,213**	**6,362,007**	**3,130,528**	**8,490,129**	**4,492,764**	**4,375,217**	**2,084,109**	**2,679,423**	**1,981,767**	**2,187,066**	**902,813**	**3,324,206**	**2,631,984**
Arkansas	2,194,809	2,092,367	521,163	296,643	584,077	320,870	303,129	132,632	166,471	124,273	162,040	72,941	241,773	187,958
Louisiana	4,324,135	4,198,754	1,079,605	628,361	1,274,935	660,453	667,180	324,351	438,501	327,371	407,400	177,697	543,197	433,420
Oklahoma	3,268,519	3,124,243	783,730	378,253	1,029,166	589,177	558,143	299,339	296,651	225,395	254,076	116,784	433,243	354,729
Texas	16,488,817	15,825,849	3,977,509	1,827,271	5,601,951	2,922,264	2,846,765	1,327,787	1,777,800	1,304,728	1,363,550	535,391	2,105,993	1,655,877
MOUNTAIN	**13,356,040**	**12,812,577**	**3,294,160**	**1,820,403**	**3,892,115**	**1,662,173**	**2,051,991**	**789,984**	**1,152,378**	**793,796**	**946,787**	**484,179**	**1,616,475**	**1,278,828**
Arizona	3,353,967	3,178,845	867,041	508,343	1,065,198	364,624	500,084	149,905	273,256	186,867	206,340	99,818	428,671	336,186
Colorado	3,601,245	3,497,166	818,518	397,884	1,067,318	463,496	589,392	231,562	324,412	228,811	265,837	134,470	490,005	385,670
Idaho	908,019	874,090	220,672	151,859	208,860	96,945	123,269	50,297	65,744	36,970	66,900	45,846	82,425	70,872
Montana	864,980	831,566	185,629	121,653	208,075	107,535	106,213	55,672	60,003	42,678	69,800	36,962	92,116	72,484
Nevada	1,119,600	1,079,647	385,363	192,861	411,972	161,506	224,154	80,948	125,576	90,699	93,260	47,786	132,547	91,661
New Mexico	1,414,623	1,352,730	322,564	166,534	397,257	212,615	207,732	99,138	127,812	97,077	104,712	45,564	158,604	129,777
Utah	1,436,071	1,365,209	352,480	193,354	404,252	177,419	229,322	84,070	136,317	80,220	105,675	57,737	177,533	150,567
Wyoming	657,535	633,324	141,893	87,915	129,183	78,033	71,825	38,392	39,258	30,474	34,263	15,994	54,574	41,611
PACIFIC	**38,075,862**	**35,408,602**	**9,092,590**	**4,690,352**	**12,617,626**	**6,331,301**	**6,707,872**	**3,233,781**	**3,847,062**	**2,896,421**	**2,593,282**	**1,276,907**	**4,648,515**	**3,532,407**
Alaska	710,725	662,150	173,717	76,964	195,177	89,093	110,696	49,101	63,340	28,461	57,335	7,658	73,591	44,175
California	28,842,790	27,132,337	6,937,462	3,549,870	9,861,998	4,819,313	5,221,623	2,490,020	3,017,763	2,321,089	2,022,708	1,030,303	3,721,703	2,857,288
Hawaii	1,127,989	996,762	322,282	196,849	516,509	311,110	268,936	161,673	102,024	88,858	59,787	26,684	96,563	66,457
Oregon	2,778,996	2,248,296	629,985	260,822	705,965	377,219	397,098	185,287	243,568	162,931	175,520	88,536	274,395	208,004
Washington	4,615,382	4,369,057	1,029,144	605,847	1,337,977	734,566	709,519	347,700	420,367	295,082	277,932	123,726	482,263	356,483
TOTAL UNITED STATES	**250,625,938**	**238,727,094**	**58,856,392**	**34,792,984**	**80,109,087**	**39,394,309**	**41,187,397**	**18,348,697**	**23,370,494**	**17,037,732**	**17,547,623**	**8,461,502**	**30,742,159**	**24,145,081**

S&MM METRO MARKET RANKING

GROCERY & OTHER FOOD SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	8,650,957	1
New York, N.Y.	8,378,674	2
Chicago, Ill.	5,657,879	3
Philadelphia, Pa.	5,145,699	4
Detroit, Mich.	4,956,135	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,816,032	6
Washington, D.C.	4,000,700	7
Nassau - Suffolk, N.Y.	3,915,070	8
Houston, Tex.	3,349,718	9
Minneapolis - St. Paul, Minn.	2,811,996	10
St. Louis, Mo.	2,713,763	11
Atlanta, Ga.	2,549,646	12
Dallas, Tex.	2,538,278	13
Anaheim - Santa Ana, Cal.	2,386,415	14
Newark, N.J.	2,320,876	15
Baltimore, Md.	2,316,261	16
Pittsburgh, Pa.	2,195,582	17
Oakland, Cal.	2,191,501	18
San Diego, Cal.	2,159,089	19
Cleveland, Ohio	2,144,164	20
San Francisco, Cal.	2,113,413	21
Phoenix, Ariz.	2,089,597	22
Riverside - San Bernardino, Cal.	2,053,075	23
Seattle, Wash.	1,976,756	24
Denver, Colo.	1,881,030	25
Tampa - St. Petersburg - Clearwater, Fla.	1,878,280	26
Bergen - Passaic, N.J.	1,784,810	27
Miami - Hialeah, Fla.	1,740,742	28
Kansas City, Mo.-Kans.	1,736,962	29
San Jose, Cal.	1,589,224	30
Cincinnati, Ohio	1,502,524	31
Milwaukee, Wisc.	1,493,212	32
New Orleans, La.	1,452,259	33
Hartford - New Britain - Middletown - Bristol, Conn.	1,438,900	34
Sacramento, Cal.	1,366,843	35
Fort Worth - Arlington, Tex.	1,322,290	36
Middlesex - Somerset - Hunterdon, N.J.	1,303,519	37
Portland, Ore.	1,288,279	38
Columbus, Ohio	1,280,859	39
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,251,006	40
Monmouth - Ocean, N.J.	1,232,594	41
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,212,543	42
Indianapolis, Ind.	1,186,074	43
Buffalo, N.Y.	1,185,521	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,155,516	45
San Antonio, Tex.	1,140,082	46
Oklahoma City, Okla.	1,100,169	47
Albany - Schenectady - Troy, N.Y.	1,076,559	48
Memphis, Tenn.	1,069,118	49
Providence - Pawtucket - Woonsocket, R.I.	1,063,917	50
Total Top 50	**119,164,108**	
Rochester, N.Y.	1,051,285	51
Norfolk - Virginia Beach - Newport News, Va.	1,047,165	52
New Haven - Waterbury - Meriden, Conn.	1,040,335	53
Dayton - Springfield, Ohio	955,981	54
Louisville, Ky.	940,470	55
Salt Lake City - Ogden, Utah	906,874	56
Nashville, Tenn.	904,052	57
Orlando, Fla.	888,666	58
Birmingham, Ala.	879,383	59
West Palm Beach - Boca Raton - Delray Beach, Fla.	841,289	60
Greensboro - Winston-Salem - High Point, N.C.	837,531	61
New Bedford - Fall River - Attleboro, Mass.	823,970	62
Richmond - Petersburg, Va.	812,787	63
Harrisburg - Lebanon - Carlisle, Pa.	793,043	64
Springfield, Mass.	789,318	65
Toledo, Ohio	782,546	66
Scranton - Wilkes-Barre, Pa.	776,614	67
Honolulu, Haw.	774,163	68
Worcester - Fitchburg - Leominster, Mass.	763,694	69
Syracuse, N.Y.	755,531	70
Grand Rapids, Mich.	739,613	71
Knoxville, Tenn.	734,745	72
Tulsa, Okla.	715,597	73
Jacksonville, Fla.	714,502	74
Gary - Hammond, Ind.	689,031	75
Allentown - Bethlehem, Pa.	687,206	76
Akron, Ohio	666,966	77
Jersey City, N.J.	642,228	78
Greenville - Spartanburg, S.C.	632,375	79
Austin, Tex.	629,061	80
Las Vegas, Nev.	627,678	81
Omaha, Neb.	615,240	82
Chattanooga, Tenn.	601,668	83
Oxnard - Ventura, Cal.	600,063	84
Raleigh - Durham, N.C.	581,874	85
Tucson, Ariz.	567,518	86
Flint, Mich.	548,152	87
Little Rock - North Little Rock, Ark.	543,030	88
Fresno, Cal.	540,664	89
Baton Rouge, La.	536,524	90
Wilmington, Del.	535,008	91
Lansing - East Lansing, Mich.	527,532	92
Mobile, Ala.	517,388	93
Tacoma, Wash.	510,098	94
Portsmouth - Dover - Rochester, N.H.	492,604	95
Bakersfield, Cal.	486,145	96
Youngstown - Warren, Ohio	476,112	97
Saginaw - Bay City - Midland, Mich.	474,364	98
Charleston, S.C.	461,208	99
Albuquerque, N.M.	459,383	100
Total Top 100	**154,082,382**	
Des Moines, Iowa	454,586	101
Lancaster, Pa.	452,391	102
Wichita, Kans.	440,492	103
Canton, Ohio	429,010	104
Santa Barbara - Santa Maria - Lompoc, Cal.	428,823	105
Manchester - Nashua, N.H.	423,600	106
Beaumont - Port Arthur, Tex.	421,532	107
Portland, Me.	421,445	108
Stockton, Cal.	416,676	109
Johnson City - Kingsport - Bristol, Tenn.	415,313	110
Trenton, N.J.	413,017	111
Atlantic City, N.J.	407,421	112
Santa Rosa - Petaluma, Cal.	397,836	113
Madison, Wisc.	396,285	114
Vallejo - Fairfield - Napa, Cal.	394,677	115
El Paso, Tex.	386,871	116
Lake County, Ill.	384,108	117
Orange County, N.Y.	369,685	118
Davenport - Rock Island - Moline, Iowa-Ill.	368,742	119
Columbia, S.C.	367,390	120
Shreveport, La.	367,330	121
Utica - Rome, N.Y.	364,470	122
Jackson, Miss.	364,338	123
Spokane, Wash.	363,440	124
York, Pa.	361,742	125
Reading, Pa.	361,531	126
Corpus Christi, Tex.	353,946	127
Fort Wayne, Ind.	353,736	128
Lexington-Fayette, Ky.	341,100	129
Modesto, Cal.	332,980	130
Lakeland - Winter Haven, Fla.	329,755	131
Huntington - Ashland, W.Va.-Ky.	328,230	132
Colorado Springs, Colo.	328,107	133
Anchorage, Alas.	326,833	134
Evansville, Ind.	326,600	135
Peoria, Ill.	326,375	136
Augusta, Ga.	322,930	137
Visalia - Tulare - Porterville, Cal.	316,871	138
Daytona Beach, Fla.	316,515	139
Aurora - Elgin, Ill.	311,482	140
Poughkeepsie, N.Y.	308,298	141
Binghamton, N.Y.	305,898	142
Erie, Pa.	303,375	143
Fort Myers - Cape Coral, Fla.	293,082	144
Macon - Warner Robins, Ga.	289,378	145
New London - Norwich, Conn.	289,061	146
Charleston, W.Va.	285,025	147
Pensacola, Fla.	283,389	148
Duluth, Minn.	283,002	149
Sarasota, Fla.	281,972	150
Total Top 150	**171,993,073**	
Melbourne - Titusville - Palm Bay, Fla.	281,755	151
Ann Arbor, Mich.	279,798	152
Boulder - Longmont, Colo.	277,950	153
Rockford, Ill.	272,946	154
Joliet, Ill.	270,800	155
Reno, Nev.	269,289	156
Springfield, Mo.	265,132	157
Appleton - Oshkosh - Neenah, Wisc.	263,058	158
Salinas - Seaside - Monterey, Cal.	261,655	159
McAllen - Edinburg - Mission, Tex.	261,497	160
Lorain - Elyria, Ohio	255,521	161
Galveston - Texas City, Tex.	255,129	162
Montgomery, Ala.	248,542	163
Eugene - Springfield, Ore.	247,635	164
Niagara Falls, N.Y.	246,672	165
Santa Cruz, Cal.	243,070	166
South Bend - Mishawaka, Ind.	241,872	167
Johnstown, Pa.	240,092	168
Kalamazoo, Mich.	235,718	169
Savannah, Ga.	233,224	170
Hamilton - Middletown, Ohio	232,779	171
Pittsfield, Mass.	227,448	172
Brownsville - Harlingen, Tex.	226,855	173
Lafayette, La.	223,413	174
Roanoke, Va.	220,365	175
Lubbock, Tex.	217,414	176
Hickory, N.C.	215,799	177
Fort Pierce, Fla.	212,566	178
Brazoria, Tex.	210,044	179
Longview - Marshall, Tex.	209,959	180
Beaver County, Pa.	209,468	181
Lake Charles, La.	209,147	182
Salem, Ore.	208,147	183
Amarillo, Tex.	199,408	184
Chico, Cal.	195,983	185
Medford, Ore.	195,943	186
Huntsville, Ala.	192,277	187
Elkhart - Goshen, Ind.	190,441	188
Odessa, Tex.	189,913	189
Asheville, N.C.	189,887	190
Topeka, Kans.	189,569	191
Gainesville, Fla.	188,656	192
Springfield, Ill.	167,694	193
Fort Collins - Loveland, Colo.	187,574	194
Houma - Thibodaux, La.	185,111	195
Wheeling, W.Va.	182,342	196
Tallahassee, Fla.	181,732	197
Bradenton, Fla.	181,420	198
Midland, Tex.	180,653	199
Columbus, Ga.	179,932	200
Total Top 200	**183,166,367**	
Bangor, Me.	179,347	201
Burlington, Vt.	178,484	202
Lincoln, Neb.	175,227	203
Fayetteville, N.C.	174,711	204
Muskegon, Mich.	174,470	205
Biloxi - Gulfport, Miss.	173,741	206
Waco, Tex.	173,590	207
Boise, Ida.	173,582	208
St. Cloud, Minn.	173,499	209
Racine, Wisc.	172,673	210
Killeen - Temple, Tex.	172,609	211
Yakima, Wash.	171,032	212
Provo - Orem, Utah	170,404	213
Vancouver, Wash.	170,284	214
Ocala, Fla.	170,189	215
Cedar Rapids, Iowa	169,630	216
Terre Haute, Ind.	167,656	217
Vineland - Millville - Bridgeton, N.J.	167,434	218
Steubenville - Weirton, Ohio-W.Va.	164,944	219
Naples, Fla.	164,464	220
Battle Creek, Mich.	164,367	221
Redding, Cal.	160,135	222
Tyler, Tex.	159,746	223
Lima, Ohio	159,606	224
Tuscaloosa, Ala.	154,952	225
Billings, Mont.	154,696	226
Jackson, Mich.	154,219	227
Anderson, Ind.	153,646	228
Champaign - Urbana - Rantoul, Ill.	152,631	229
Joplin, Mo.	152,604	230
Benton Harbor, Mich.	152,184	231
Olympia, Wash.	151,776	232
Parkersburg - Marietta, W.Va.-Ohio	150,747	233
Altoona, Pa.	150,652	234
Green Bay, Wisc.	149,321	235
Athens, Ga.	148,552	236
Laredo, Tex.	147,757	237
Janesville - Beloit, Wisc.	146,313	238
Richland - Kennewick - Pasco, Wash.	146,173	239
Glens Falls, N.Y.	144,316	240
Abilene, Tex.	144,271	241
Lewiston - Auburn, Me.	142,969	242
Lynchburg, Va.	142,374	243
Muncie, Ind.	141,337	244
Pascagoula, Miss.	141,199	245
Fargo - Moorhead, N.D.-Minn.	140,936	246
Bremerton, Wash.	137,769	247
Wilmington, N.C.	137,731	248
Bryan - College Station, Tex.	136,558	249
Merced, Cal.	136,268	250
Total Top 250	**191,060,142**	
Anderson, S.C.	135,545	251
Charlottesville, Va.	133,797	252
Texarkana, Tex.-Ark.	133,538	253
Wichita Falls, Tex.	131,541	254
Kenosha, Wisc.	130,959	255
Yuba City, Cal.	129,961	256
Rochester, Minn.	129,843	257
Fort Smith, Ark.	129,701	258
Monroe, La.	127,481	259
Waterloo - Cedar Falls, Iowa	127,312	260
Dothan, Ala.	127,282	261
Eau Claire, Wisc.	127,119	262
Decatur, Ill.	126,099	263
Sioux Falls, S.D.	125,530	264
Mansfield, Ohio	122,552	265
Williamsport, Pa.	122,508	266
Sioux City, Iowa	120,357	267
Albany, Ga.	120,120	268
Fort Walton Beach, Fla.	119,100	269
Pueblo, Colo.	118,335	270
Bellingham, Wash.	117,724	271
San Angelo, Tex.	115,158	272
Alexandria, La.	114,293	273
Fayetteville - Springdale, Ark.	114,028	274
Kokomo, Ind.	113,522	275
Greeley, Colo.	113,208	276
Florence, S.C.	113,144	277
St. Joseph, Mo.	110,673	278
Burlington, N.C.	107,968	279
Bloomington - Normal, Ill.	107,109	280
Hagerstown, Md.	107,064	281
Sharon, Pa.	106,304	282
Clarksville - Hopkinsville, Tenn.-Ky.	106,232	283
Florence, Ala.	105,041	284
Wausau, Wisc.	102,759	285
Santa Fe, N.M.	101,724	286
State College, Pa.	100,712	287
Lafayette - West Lafayette, Ind.	99,845	288
Jacksonville, N.C.	98,029	289
Gadsden, Ala.	96,606	290
Dubuque, Iowa	95,429	291
Rapid City, S.D.	94,548	292
Cumberland, Md.	93,906	293
Sherman - Denison, Tex.	93,628	294
Owensboro, Ky.	93,470	295
Columbia, Mo.	91,802	296
Bloomington, Ind.	91,653	297
Kankakee, Ill.	91,488	298
Lawton, Okla.	91,371	299
Casper, Wyo.	90,321	300
Anniston, Ala.	89,146	301
Bismarck, N.D.	87,649	302
Elmira, N.Y.	86,823	303
Sheboygan, Wisc.	86,185	304
Danville, Va.	85,578	305
Jackson, Tenn.	85,346	306
La Crosse, Wisc.	85,191	307
Las Cruces, N.M.	85,090	308
Pine Bluff, Ark.	84,436	309
Panama City, Fla.	83,053	310
Victoria, Tex.	82,120	311
Cheyenne, Wyo.	74,413	312
Iowa City, Iowa	74,325	313
Lawrence, Kans.	69,781	314
Enid, Okla.	66,968	315
Great Falls, Mont.	62,054	316
Grand Forks, N.D.	49,205	317
Total Above Areas	**198,015,194**	
Percent of U.S.	**79.0083**	
U.S. Total	**250,625,938**	

S&MM METRO MARKET RANKING

DRUG, HEALTH & BEAUTY AID SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	2,146,287	1
New York, N.Y.	2,093,038	2
Chicago, Ill.	1,552,395	3
Philadelphia, Pa.	1,447,422	4
Detroit, Mich.	1,340,144	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,004,894	6
Washington, D.C.	979,978	7
Houston, Tex.	812,942	8
Nassau - Suffolk, N.Y.	807,761	9
Atlanta, Ga.	728,993	10
Dallas, Tex.	669,197	11
Anaheim - Santa Ana, Cal.	621,611	12
St. Louis, Mo.	594,743	13
Cleveland, Ohio	586,389	14
Minneapolis - St. Paul, Minn.	580,516	15
Baltimore, Md.	575,756	16
Miami - Hialeah, Fla.	575,709	17
Phoenix, Ariz.	566,946	18
Oakland, Cal.	558,498	19
San Diego, Cal.	550,448	20
Pittsburgh, Pa.	528,444	21
San Francisco, Cal.	507,883	22
Seattle, Wash.	475,991	23
Kansas City, Mo.-Kans.	469,096	24
Tampa - St. Petersburg - Clearwater, Fla.	454,044	25
Newark, N.J.	451,277	26
Riverside - San Bernardino, Cal.	430,766	27
Denver, Colo.	428,879	28
Bergen - Passaic, N.J.	420,825	29
San Jose, Cal.	396,125	30
New Orleans, La.	390,338	31
Cincinnati, Ohio	375,124	32
Indianapolis, Ind.	350,209	33
Columbus, Ohio	349,648	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	347,186	35
Hartford - New Britain - Middletown - Bristol, Conn.	338,516	36
Sacramento, Cal.	326,234	37
Fort Worth - Arlington, Tex.	315,738	38
Memphis, Tenn.	310,861	39
Milwaukee, Wisc.	300,518	40
Portland, Ore.	279,055	41
Louisville, Ky.	276,475	42
Oklahoma City, Okla.	265,315	43
Middlesex - Somerset - Hunterdon, N.J.	260,489	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	259,282	45
Nashville, Tenn.	251,082	46
Honolulu, Haw.	250,568	47
Toledo, Ohio	249,692	48
Buffalo, N.Y.	245,267	49
San Antonio, Tex.	243,302	50
Total Top 50	**29,341,866**	
Norfolk - Virginia Beach - Newport News, Va.	240,520	51
Las Vegas, Nev.	237,871	52
Monmouth - Ocean, N.J.	237,696	53
Richmond - Petersburg, Va.	236,465	54
Salt Lake City - Ogden, Utah	234,968	55
Rochester, N.Y.	226,097	56
Dayton - Springfield, Ohio	224,758	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	212,555	58
Albany - Schenectady - Troy, N.Y.	212,469	59
Bridgeport - Stamford - Norwalk - Danbury, Conn.	208,787	60
Providence - Pawtucket - Woonsocket, R.I.	208,400	61
Greensboro - Winston-Salem - High Point, N.C.	207,849	62
Raleigh - Durham, N.C.	205,226	63
Birmingham, Ala.	203,147	64
Scranton - Wilkes-Barre, Pa.	198,583	65
Knoxville, Tenn.	185,680	66
Orlando, Fla.	182,729	67
Akron, Ohio	178,289	68
Tulsa, Okla.	173,964	69
Worcester - Fitchburg - Leominster, Mass.	165,870	70
Tucson, Ariz.	164,686	71
Austin, Tex.	162,550	72
New Haven - Waterbury - Meriden, Conn.	160,077	73
Jacksonville, Fla.	158,695	74
Omaha, Neb.	154,647	75
Springfield, Mass.	154,001	76
Allentown - Bethlehem, Pa.	149,266	77
Greenville - Spartanburg, S.C.	146,490	78
Syracuse, N.Y.	146,037	79
Gary - Hammond, Ind.	143,242	80
Harrisburg - Lebanon - Carlisle, Pa.	142,212	81
Grand Rapids, Mich.	139,107	82
Youngstown - Warren, Ohio	133,881	83
Oxnard - Ventura, Cal.	133,156	84
Flint, Mich.	132,010	85
Wilmington, Del.	130,051	86
Fresno, Cal.	129,726	87
Baton Rouge, La.	125,406	88
Jersey City, N.J.	121,101	89
Little Rock - North Little Rock, Ark.	113,045	90
Mobile, Ala.	113,002	91
Wichita, Kans.	111,198	92
Johnson City - Kingsport - Bristol, Tenn.	110,187	93
Jackson, Miss.	109,355	94
Saginaw - Bay City - Midland, Mich.	109,202	95
New Bedford - Fall River - Attleboro, Mass.	109,038	96
Santa Barbara - Santa Maria - Lompoc, Cal.	108,735	97
Albuquerque, N.M.	106,612	98
Stockton, Cal.	106,218	99
Atlantic City, N.J.	106,073	100
Total Top 100	**37,452,795**	
Lake County, Ill.	106,035	101
Canton, Ohio	104,317	102
Anchorage, Alas.	103,670	103
Trenton, N.J.	102,913	104
Bakersfield, Cal.	100,779	105
El Paso, Tex.	99,832	106
Chattanooga, Tenn.	99,225	107
Beaumont - Port Arthur, Tex.	98,693	108
Reno, Nev.	96,404	109
Lexington-Fayette, Ky.	96,293	110
Lansing - East Lansing, Mich.	95,400	111
Tacoma, Wash.	95,020	112
Charleston, S.C.	94,672	113
Melbourne - Titusville - Palm Bay, Fla.	92,730	114
Santa Rosa - Petaluma, Cal.	91,796	115
Spokane, Wash.	89,174	116
Columbia, S.C.	87,878	117
Augusta, Ga.	86,436	118
Fort Wayne, Ind.	84,564	119
Vallejo - Fairfield - Napa, Cal.	84,448	120
Des Moines, Iowa	84,162	121
Corpus Christi, Tex.	83,030	122
Huntington - Ashland, W.Va.-Ky.	82,040	123
Utica - Rome, N.Y.	80,820	124
Lancaster, Pa.	80,597	125
Modesto, Cal.	80,559	126
Manchester - Nashua, N.H.	80,103	127
Macon - Warner Robins, Ga.	79,649	128
Aurora - Elgin, Ill.	79,090	129
Springfield, Mo.	77,282	130
Shreveport, La.	76,786	131
Montgomery, Ala.	76,235	132
Sarasota, Fla.	75,791	133
Davenport - Rock Island - Moline, Iowa-Ill.	75,149	134
Daytona Beach, Fla.	74,714	135
Peoria, Ill.	73,666	136
Reading, Pa.	72,811	137
McAllen - Edinburg - Mission, Tex.	72,235	138
Charleston, W.Va.	71,334	139
Salinas - Seaside - Monterey, Cal.	70,802	140
Ann Arbor, Mich.	70,417	141
York, Pa.	69,972	142
Joliet, Ill.	69,910	143
Portsmouth - Dover - Rochester, N.H.	69,837	144
Binghamton, N.Y.	69,774	145
Fort Myers - Cape Coral, Fla.	67,244	146
Lakeland - Winter Haven, Fla.	66,567	147
Colorado Springs, Colo.	65,751	148
Rockford, Ill.	64,572	149
South Bend - Mishawaka, Ind.	64,361	150
Total Top 150	**41,588,334**	
Evansville, Ind.	63,223	151
Orange County, N.Y.	63,031	152
Portland, Me.	62,987	153
Pensacola, Fla.	61,583	154
Savannah, Ga.	60,642	155
Madison, Wisc.	60,107	156
Roanoke, Va.	59,800	157
Eugene - Springfield, Ore.	59,472	158
Hickory, N.C.	58,820	159
Visalia - Tulare - Porterville, Cal.	57,506	160
Boulder - Longmont, Colo.	57,230	161
Odessa, Tex.	56,556	162
Kalamazoo, Mich.	56,009	163
Poughkeepsie, N.Y.	55,754	164
Duluth, Minn.	55,464	165
Lubbock, Tex.	55,437	166
Brownsville - Harlingen, Tex.	55,036	167
Asheville, N.C.	54,962	168
Erie, Pa.	54,002	169
Niagara Falls, N.Y.	53,431	170
Hamilton - Middletown, Ohio	53,410	171
Lorain - Elyria, Ohio	53,359	172
Lafayette, La.	53,106	173
Lake Charles, La.	53,092	174
Huntsville, Ala.	52,889	175
Topeka, Kans.	52,709	176
Amarillo, Tex.	52,299	177
Springfield, Ill.	51,955	178
Biloxi - Gulfport, Miss.	50,920	179
Salem, Ore.	49,529	180
Boise, Ida.	49,300	181
Longview - Marshall, Tex.	49,050	182
Parkersburg - Marietta, W.Va.-Ohio	48,432	183
Columbus, Ga.	48,392	184
Bradenton, Fla.	47,220	185
Chico, Cal.	46,513	186
Wheeling, W.Va.	46,332	187
Appleton - Oshkosh - Neenah, Wisc.	46,231	188
Midland, Tex.	45,942	189
Beaver County, Pa.	45,418	190
Fort Pierce, Fla.	45,381	191
Houma - Thibodaux, La.	45,225	192
Santa Cruz, Cal.	44,960	193
New London - Norwich, Conn.	44,955	194
Gainesville, Fla.	44,224	195
Fayetteville, N.C.	43,633	196
Waco, Tex.	43,627	197
Lincoln, Neb.	42,935	198
Abilene, Tex.	42,589	199
Galveston - Texas City, Tex.	42,492	200
Total Top 200	**44,185,585**	
Pittsfield, Mass.	42,175	201
Provo - Orem, Utah	41,624	202
Brazoria, Tex.	40,954	203
Lynchburg, Va.	39,880	204
Ocala, Fla.	39,831	205
Redding, Cal.	39,808	206
Lima, Ohio	39,459	207
Green Bay, Wisc.	39,444	208
Athens, Ga.	39,306	209
Killeen - Temple, Tex.	38,918	210
Johnstown, Pa.	38,914	211
Anderson, Ind.	38,910	212
Yakima, Wash.	38,819	213
Vancouver, Wash.	38,490	214
Tallahassee, Fla.	38,484	215
Benton Harbor, Mich.	38,456	216
Champaign - Urbana - Rantoul, Ill.	38,193	217
Muncie, Ind.	38,163	218
Tyler, Tex.	37,765	219
Laredo, Tex.	37,503	220
Naples, Fla.	37,278	221
Richland - Kennewick - Pasco, Wash.	37,251	222
Billings, Mont.	36,506	223
Battle Creek, Mich.	36,502	224
Merced, Cal.	36,401	225
Steubenville - Weirton, Ohio-W.Va.	36,126	226
St. Cloud, Minn.	36,065	227
Wichita Falls, Tex.	35,942	228
Jackson, Mich.	35,687	229
Monroe, La.	35,683	230
Cedar Rapids, Iowa	35,485	231
Fort Smith, Ark.	35,404	232
Fort Collins - Loveland, Colo.	35,233	233
Santa Fe, N.M.	35,184	234
Glens Falls, N.Y.	34,342	235
Charlottesville, Va.	34,254	236
Wilmington, N.C.	34,186	237
Joplin, Mo.	33,898	238
Olympia, Wash.	33,155	239
Waterloo - Cedar Falls, Iowa	32,923	240
Alexandria, La.	32,896	241
Janesville - Beloit, Wisc.	32,885	242
Clarksville - Hopkinsville, Tenn.-Ky.	32,849	243
Racine, Wisc.	32,532	244
Elkhart - Goshen, Ind.	32,505	245
Burlington, N.C.	32,447	246
Lafayette - West Lafayette, Ind.	32,275	247
Bloomington - Normal, Ill.	32,250	248
Bremerton, Wash.	32,212	249
Pueblo, Colo.	31,995	250
Total Top 250	**46,003,032**	
Rochester, Minn.	31,621	251
Altoona, Pa.	31,229	252
Decatur, Ill.	31,209	253
Texarkana, Tex.-Ark.	31,186	254
Kokomo, Ind.	31,107	255
Jackson, Tenn.	31,025	256
Terre Haute, Ind.	30,534	257
Dothan, Ala.	30,523	258
Tuscaloosa, Ala.	30,402	259
Anderson, S.C.	30,252	260
Vineland - Millville - Bridgeton, N.J.	30,195	261
Medford, Ore.	30,121	262
Mansfield, Ohio	29,472	263
Owensboro, Ky.	29,269	264
Florence, Ala.	28,594	265
Muskegon, Mich.	28,363	266
Fort Walton Beach, Fla.	28,286	267
Las Cruces, N.M.	28,144	268
Greeley, Colo.	28,095	269
Burlington, Vt.	28,041	270
San Angelo, Tex.	27,857	271
Williamsport, Pa.	27,758	272
Panama City, Fla.	27,496	273
Bryan - College Station, Tex.	27,409	274
Florence, S.C.	27,388	275
Cumberland, Md.	26,903	276
Eau Claire, Wisc.	26,852	277
Bangor, Me.	26,775	278
Sioux Falls, S.D.	26,361	279
Sherman - Denison, Tex.	26,233	280
Albany, Ga.	25,889	281
Bellingham, Wash.	25,774	282
Fayetteville - Springdale, Ark.	25,467	283
Fargo - Moorhead, N.D.-Minn.	25,045	284
Hagerstown, Md.	24,663	285
Anniston, Ala.	23,950	286
Columbia, Mo.	23,700	287
Kenosha, Wisc.	23,431	288
Pascagoula, Miss.	22,947	289
Yuba City, Cal.	22,471	290
Danville, Va.	22,460	291
Elmira, N.Y.	22,451	292
Gadsden, Ala.	22,136	293
Cheyenne, Wyo.	21,974	294
State College, Pa.	21,745	295
Sioux City, Iowa	21,659	296
Sharon, Pa.	21,578	297
St. Joseph, Mo.	21,569	298
Great Falls, Mont.	21,234	299
Lewiston - Auburn, Me.	21,181	300
Lawton, Okla.	20,238	301
La Crosse, Wisc.	20,216	302
Casper, Wyo.	20,051	303
Dubuque, Iowa	19,784	304
Bloomington, Ind.	19,612	305
Victoria, Tex.	19,601	306
Rapid City, S.D.	19,320	307
Jacksonville, N.C.	18,911	308
Bismarck, N.D.	18,307	309
Kankakee, Ill.	17,875	310
Pine Bluff, Ark.	17,594	311
Enid, Okla.	17,455	312
Sheboygan, Wisc.	17,258	313
Wausau, Wisc.	16,415	314
Iowa City, Iowa	14,612	315
Lawrence, Kans.	12,563	316
Grand Forks, N.D.	12,536	317
Total Above Areas	**47,635,404**	
Percent of U.S.	**80.9350**	
U.S. Total	**58,856,392**	

S&MM METRO MARKET RANKING

WOMEN'S & GIRLS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	3,791,342	1
Los Angeles - Long Beach, Cal.	3,111,634	2
Chicago, Ill.	2,868,040	3
Philadelphia, Pa.	2,025,289	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,941,914	5
Detroit, Mich.	1,612,671	6
Washington, D.C.	1,569,696	7
Nassau - Suffolk, N.Y.	1,295,722	8
Houston, Tex.	1,220,221	9
Atlanta, Ga.	1,089,603	10
Dallas, Tex.	1,032,401	11
Anaheim - Santa Ana, Cal.	1,006,849	12
San Francisco, Cal.	959,825	13
Minneapolis - St. Paul, Minn.	954,626	14
St. Louis, Mo.	888,740	15
Miami - Hialeah, Fla.	859,964	16
San Diego, Cal.	813,112	17
Bergen - Passaic, N.J.	806,610	18
Pittsburgh, Pa.	767,106	19
Oakland, Cal.	758,663	20
Phoenix, Ariz.	751,782	21
Cleveland, Ohio	747,357	22
Baltimore, Md.	731,280	23
Newark, N.J.	724,572	24
Seattle, Wash.	715,290	25
Kansas City, Mo.-Kans.	638,757	26
San Jose, Cal.	620,187	27
Denver, Colo.	618,272	28
Riverside - San Bernardino, Cal.	562,814	29
Tampa - St. Petersburg - Clearwater, Fla.	533,889	30
Cincinnati, Ohio	508,936	31
New Orleans, La.	479,646	32
Middlesex - Somerset - Hunterdon, N.J.	478,942	33
Columbus, Ohio	459,679	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	451,257	35
Fort Worth - Arlington, Tex.	449,752	36
Hartford - New Britain - Middletown - Bristol, Conn.	449,645	37
Oklahoma City, Okla.	448,993	38
Indianapolis, Ind.	443,822	39
Bridgeport - Stamford - Norwalk - Danbury, Conn.	442,847	40
Milwaukee, Wisc.	435,683	41
Portland, Ore.	422,210	42
San Antonio, Tex.	407,951	43
Sacramento, Cal.	403,981	44
Honolulu, Haw.	398,999	45
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	398,747	46
Norfolk - Virginia Beach - Newport News, Va.	396,404	47
Memphis, Tenn.	375,907	48
Louisville, Ky.	367,650	49
West Palm Beach - Boca Raton - Delray Beach, Fla.	352,672	50
Total Top 50	**44,591,951**	
Monmouth - Ocean, N.J.	344,184	51
Nashville, Tenn.	341,551	52
Greensboro - Winston-Salem - High Point, N.C.	328,839	53
Buffalo, N.Y.	328,290	54
Providence - Pawtucket - Woonsocket, R.I.	320,360	55
Dayton - Springfield, Ohio	306,140	56
Salt Lake City - Ogden, Utah	305,021	57
New Haven - Waterbury - Meriden, Conn.	303,462	58
Rochester, N.Y.	299,965	59
Richmond - Petersburg, Va.	297,884	60
Albany - Schenectady - Troy, N.Y.	296,400	61
Birmingham, Ala	287,837	62
Orlando, Fla.	275,874	63
Toledo, Ohio	263,198	64
Knoxville, Tenn.	257,036	65
Scranton - Wilkes-Barre, Pa.	255,727	66
Raleigh - Durham, N.C.	248,069	67
Las Vegas, Nev.	246,383	68
Springfield, Mass.	245,126	69
Austin, Tex.	240,340	70
Tulsa, Okla.	233,923	71
Jacksonville, Fla.	229,505	72
Worcester - Fitchburg - Leominster, Mass	226,284	73
Allentown - Bethlehem, Pa.	220,400	74
Grand Rapids, Mich.	217,532	75
Little Rock - North Little Rock, Ark.	212,448	76
Omaha, Neb.	211,123	77
Wilmington, Del.	210,310	78
Syracuse, N.Y.	206,397	79
Greenville - Spartanburg, S.C.	205,754	80
Reading, Pa.	199,809	81
Oxnard - Ventura, Cal.	190,017	82
Gary - Hammond, Ind.	189,038	83
Akron, Ohio	185,973	84
Harrisburg - Lebanon - Carlisle, Pa.	185,091	85
Baton Rouge, La.	181,783	86
Tucson, Ariz.	177,447	87
El Paso, Tex.	174,525	88
New Bedford - Fall River - Attleboro, Mass.	169,668	89
Saginaw - Bay City - Midland, Mich.	167,607	90
Fresno, Cal.	166,638	91
Youngstown - Warren, Ohio	166,094	92
Jersey City, N.J.	165,640	93
Manchester - Nashua, N.H.	163,042	94
Flint, Mich.	160,501	95
Lake County, Ill.	157,024	96
Columbia, S.C.	156,604	97
Albuquerque, N.M.	155,228	98
Trenton, N.J.	155,001	99
Des Moines, Iowa	148,752	100
Total Top 100	**55,972,795**	
Chattanooga, Tenn.	148,273	101
McAllen - Edinburg - Mission, Tex.	140,053	102
Tacoma, Wash.	139,843	103
Anchorage, Alas.	138,431	104
Jackson, Miss.	136,486	105
Lexington-Fayette, Ky.	136,099	106
Johnson City - Kingsport - Bristol, Tenn.	135,235	107
Santa Barbara - Santa Maria - Lompoc, Cal.	134,758	108
Wichita, Kans.	134,110	109
Canton, Ohio	133,418	110
Lansing - East Lansing, Mich.	133,128	111
Reno, Nev.	133,010	112
Huntington - Ashland, W.Va.-Ky.	131,216	113
Beaumont - Port Arthur, Tex.	130,161	114
Charleston, S.C.	129,495	115
Davenport - Rock Island - Moline, Iowa-Ill.	128,977	116
Mobile, Ala.	127,637	117
Portland, Me.	126,248	118
Salinas - Seaside - Monterey, Cal.	124,036	119
Madison, Wisc.	122,318	120
Bakersfield, Cal.	120,181	121
Laredo, Tex.	119,473	122
Portsmouth - Dover - Rochester, N.H.	119,406	123
Atlantic City, N.J.	118,076	124
Fort Wayne, Ind.	117,982	125
Augusta, Ga.	117,832	126
Shreveport, La.	114,451	127
Spokane, Wash.	113,699	128
Corpus Christi, Tex.	113,582	129
Colorado Springs, Colo.	111,649	130
Stockton, Cal.	110,296	131
Modesto, Cal.	108,622	132
Evansville, Ind.	107,808	133
Lancaster, Pa.	107,535	134
Orange County, N.Y.	103,112	135
Santa Rosa - Petaluma, Cal.	102,497	136
Sarasota, Fla.	99,870	137
Brownsville - Harlingen, Tex.	99,390	138
Utica - Rome, N.Y.	98,559	139
Peoria, Ill.	98,462	140
Ann Arbor, Mich.	97,881	141
Montgomery, Ala.	96,131	142
Aurora - Elgin, Ill.	93,812	143
Pensacola, Fla.	93,337	144
Kalamazoo, Mich.	91,805	145
Lafayette, La.	91,343	146
Macon - Warner Robins, Ga.	91,122	147
Rockford, Ill.	91,026	148
York, Pa.	90,274	149
Melbourne - Titusville - Palm Bay, Fla.	88,981	150
Total Top 150	**61,763,921**	
Vallejo - Fairfield - Napa, Cal.	87,546	151
Savannah, Ga.	86,957	152
South Bend - Mishawaka, Ind.	86,498	153
St. Cloud, Minn.	85,989	154
Erie, Pa.	84,000	155
Springfield, Mo.	83,786	156
Lubbock, Tex.	82,422	157
Joliet, Ill.	81,059	158
Visalia - Tulare - Porterville, Cal.	80,837	159
Daytona Beach, Fla.	80,316	160
Roanoke, Va.	79,753	161
Appleton - Oshkosh - Neenah, Wisc.	79,017	162
Duluth, Minn.	79,002	163
Fort Myers - Cape Coral, Fla.	78,290	164
Springfield, Ill.	78,129	165
Cedar Rapids, Iowa	77,907	166
Amarillo, Tex.	77,339	167
Lakeland - Winter Haven, Fla.	76,996	168
Tallahassee, Fla.	74,822	169
Green Bay, Wisc.	73,481	170
Charleston, W.Va.	73,369	171
Poughkeepsie, N.Y.	71,568	172
Columbus, Ga.	70,982	173
Boulder - Longmont, Colo.	70,942	174
Fayetteville, N.C.	70,182	175
Odessa, Tex.	69,444	176
Lincoln, Neb.	67,371	177
Midland, Tex.	66,882	178
Wheeling, W.Va.	66,627	179
Huntsville, Ala.	66,298	180
Longview - Marshall, Tex.	65,766	181
Niagara Falls, N.Y.	64,431	182
Binghamton, N.Y.	63,967	183
Lorain - Elyria, Ohio	62,725	184
Eugene - Springfield, Ore.	62,529	185
Lynchburg, Va.	62,360	186
Hickory, N.C.	61,117	187
Charlottesville, Va.	60,925	188
Tyler, Tex.	60,538	189
New London - Norwich, Conn.	59,632	190
Abilene, Tex.	59,080	191
Santa Cruz, Cal.	58,913	192
Biloxi - Gulfport, Miss.	58,732	193
Sioux Falls, S.D.	58,693	194
Wilmington, N.C.	58,657	195
Salem, Ore.	58,224	196
Asheville, N.C.	57,546	197
Waco, Tex.	56,774	198
Burlington, Vt.	56,570	199
Gainesville, Fla.	56,570	199
Total Top 200	**65,275,481**	
Galveston - Texas City, Tex.	56,310	201
Monroe, La.	55,536	202
Fargo - Moorhead, N.D.-Minn.	55,422	203
Athens, Ga.	55,316	204
Killeen - Temple, Tex.	55,218	205
Billings, Mont.	54,588	206
Beaver County, Pa.	54,527	207
Terre Haute, Ind.	54,420	208
Wichita Falls, Tex.	54,196	209
Champaign - Urbana - Rantoul, Ill.	53,972	210
Bloomington - Normal, Ill.	53,912	211
Tuscaloosa, Ala.	53,896	212
Rochester, Minn.	53,402	213
Lima, Ohio	52,692	214
Altoona, Pa.	52,436	215
Burlington, N.C.	51,393	216
Pittsfield, Mass.	51,027	217
Mansfield, Ohio	50,764	218
Ocala, Fla.	50,202	219
Houma - Thibodaux, La.	49,669	220
Fort Pierce, Fla.	49,537	221
Vancouver, Wash.	48,927	222
Yakima, Wash.	48,853	223
Fort Collins - Loveland, Colo.	48,745	224
Decatur, Ill.	48,481	225
Lake Charles, La.	48,324	226
Topeka, Kans.	48,118	227
Jackson, Tenn.	47,552	228
Naples, Fla.	47,538	229
Bangor, Me.	47,478	230
Johnstown, Pa.	47,401	231
Olympia, Wash.	47,292	232
Bryan - College Station, Tex.	46,805	233
Benton Harbor, Mich.	46,583	234
Janesville - Beloit, Wisc.	46,141	235
Lafayette - West Lafayette, Ind.	45,433	236
Boise, Ida.	44,998	237
Racine, Wisc.	44,950	238
Florence, Ala.	44,943	239
Provo - Orem, Utah	44,880	240
Parkersburg - Marietta, W.Va.-Ohio	44,362	241
Chico, Cal.	44,325	242
Albany, Ga.	43,802	243
Alexandria, La.	43,545	244
Anderson, Ind.	42,809	245
Fort Smith, Ark.	42,678	246
Waterloo - Cedar Falls, Iowa	42,662	247
Fort Walton Beach, Fla.	42,276	248
Texarkana, Tex.-Ark.	42,238	249
Sioux City, Iowa	42,141	250
Total Top 250	**67,718,206**	
Bradenton, Fla.	42,110	251
Brazoria, Tex.	41,979	252
Richland - Kennewick - Pasco, Wash.	41,770	253
Vineland - Millville - Bridgeton, N.J.	41,695	254
Hamilton - Middletown, Ohio	41,611	255
Dothan, Ala.	41,321	256
Florence, S.C.	41,306	257
Muncie, Ind.	40,988	258
Williamsport, Pa.	40,784	259
Elmira, N.Y.	40,242	260
Elkhart - Goshen, Ind.	39,870	261
Lawton, Okla.	38,551	262
San Angelo, Tex.	38,388	263
Pueblo, Colo.	38,100	264
La Crosse, Wisc.	37,422	265
Muskegon, Mich.	37,109	266
Joplin, Mo.	36,465	267
Panama City, Fla.	36,412	268
Bloomington, Ind.	36,338	269
Jackson, Mich.	36,308	270
Eau Claire, Wisc.	36,193	271
Kokomo, Ind.	36,141	272
Grand Forks, N.D.	36,104	273
Cumberland, Md.	36,06[illegible]	274
Santa Fe, N.M.	35,682	275
Anderson, S.C.	35,080	276
Merced, Cal.	34,021	277
Owensboro, Ky.	33,981	278
St. Joseph, Mo.	33,821	279
Glens Falls, N.Y.	33,736	280
Steubenville - Weirton, Ohio-W.Va.	33,579	281
Pascagoula, Miss.	32,843	282
Clarksville - Hopkinsville, Tenn.-Ky.	32,663	283
Sharon, Pa.	32,625	284
Rapid City, S.D.	32,479	285
Victoria, Tex.	32,238	286
Columbia, Mo.	32,056	287
Las Cruces, N.M.	31,798	288
Bismarck, N.D.	31,642	289
Redding, Cal.	31,271	290
Sherman - Denison, Tex.	30,016	291
Anniston, Ala.	29,614	292
Fayetteville - Springdale, Ark.	29,482	293
Lewiston - Auburn, Me.	29,314	294
Dubuque, Iowa	28,777	295
Pine Bluff, Ark.	28,694	296
Hagerstown, Md.	28,292	297
Battle Creek, Mich.	27,916	298
Bellingham, Wash.	27,879	299
Bremerton, Wash.	27,453	300
Great Falls, Mont.	27,321	301
Greeley, Colo.	27,318	302
Danville, Va.	27,089	303
State College, Pa.	26,197	304
Yuba City, Cal.	26,158	305
Medford, Ore.	25,895	306
Cheyenne, Wyo.	25,703	307
Wausau, Wisc.	25,703	307
Casper, Wyo.	23,754	309
Iowa City, Iowa	23,701	310
Kenosha, Wisc.	22,907	311
Enid, Okla.	22,761	312
Gadsden, Ala.	21,483	313
Sheboygan, Wisc.	21,404	314
Kankakee, Ill.	20,914	315
Jacksonville, N.C.	16,401	316
Lawrence, Kans.	13,647	317
Total Above Areas	**69,866,781**	
Percent of U.S.	**87.2146**	
U.S. Total	**80,109,087**	

S&MM METRO MARKET RANKING

MEN'S & BOYS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	1,959,635	1
Los Angeles - Long Beach, Cal.	1,661,255	2
Chicago, Ill.	1,356,383	3
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	953,277	4
Philadelphia, Pa.	926,501	5
Washington, D.C.	771,264	6
Detroit, Mich.	763,074	7
Nassau - Suffolk, N.Y.	709,234	8
Houston, Tex.	645,445	9
Atlanta, Ga.	521,265	10
Anaheim - Santa Ana, Cal.	518,708	11
San Francisco, Cal.	514,873	12
Minneapolis - St. Paul, Minn.	489,702	13
Dallas, Tex.	486,883	14
St. Louis, Mo.	444,720	15
Miami - Hialeah, Fla.	435,869	16
San Diego, Cal.	418,549	17
Bergen - Passaic, N.J.	411,360	18
Oakland, Cal.	402,765	19
Baltimore, Md.	391,452	20
Cleveland, Ohio	375,914	21
Seattle, Wash.	372,176	22
Pittsburgh, Pa.	361,833	23
Denver, Colo.	340,474	24
Kansas City, Mo.-Kans.	331,218	25
Newark, N.J.	329,348	26
San Jose, Cal.	326,030	27
Phoenix, Ariz.	324,706	28
Riverside - San Bernardino, Cal.	295,906	29
Columbus, Ohio	292,719	30
Cincinnati, Ohio	262,374	31
Tampa - St. Pete[illegible] - Clearwater, Fla.	258,098	32
New Orleans, La.	246,582	33
Middlesex - Somerset - Hunterdon, N.J.	244,372	34
Indianapolis, Ind.	236,248	35
Oklahoma City, Okla.	231,666	36
Portland, Ore.	231,439	37
Hartford - New Britain - Middletown - Bristol, Conn.	231,332	38
Fort Worth - Arlington, Tex.	228,540	39
Milwaukee, Wisc.	228,398	40
Bridgeport - Stamford - Norwalk - Danbury, Conn.	226,386	41
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	217,896	42
San Antonio, Tex.	207,225	43
Sacramento, Cal.	207,103	44
Honolulu, Haw.	204,116	45
Norfolk - Virginia Beach - Newport News, Va.	198,031	46
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	193,386	47
Memphis, Tenn.	186,461	48
Monmouth - Ocean, N.J.	176,961	49
Salt Lake City - Ogden, Utah	173,676	50
Total Top 50	**22,522,828**	
Nashville, Tenn.	172,039	51
Louisville, Ky.	169,458	52
New Haven - Waterbury - Meriden, Conn.	165,357	53
Providence - Pawtucket - Woonsocket, R.I.	162,842	54
Greensboro - Winston-Salem - High Point, N.C.	157,964	55
Dayton - Springfield, Ohio	154,003	56
Rochester, N.Y.	152,596	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	151,157	58
Buffalo, N.Y.	150,069	59
Albany - Schenectady - Troy, N.Y.	149,130	60
Birmingham, Ala.	144,686	61
Toledo, Ohio	144,038	62
Richmond - Petersburg, Va.	137,394	63
Las Vegas, Nev.	134,811	64
Tulsa, Okla.	134,362	65
Orlando, Fla.	127,733	66
Scranton - Wilkes-Barre, Pa.	126,257	67
Knoxville, Tenn.	122,622	68
Worcester - Fitchburg - Leominster, Mass.	119,534	69
Raleigh - Durham, N.C.	117,983	70
Grand Rapids, Mich.	117,768	71
Springfield, Mass.	116,802	72
Austin, Tex.	116,575	73
Omaha, Neb.	114,038	74
Wilmington, Del.	108,518	75
Syracuse, N.Y.	108,215	76
Jacksonville, Fla.	107,967	77
Oxnard - Ventura, Cal.	104,938	78
Greenville - Spartanburg, S.C.	103,917	79
Allentown - Bethlehem, Pa.	100,407	80
Portland, Me.	98,803	81
Reading, Pa.	98,109	82
Little Rock - North Little Rock, Ark.	97,817	83
Tucson, Ariz.	96,006	84
Baton Rouge, La.	95,992	85
Fresno, Cal.	95,283	86
Gary - Hammond, Ind.	94,680	87
Jersey City, N.J.	94,050	88
Harrisburg - Lebanon - Carlisle, Pa.	91,443	89
New Bedford - Fall River - Attleboro, Mass.	89,417	90
El Paso, Tex.	89,322	91
Akron, Ohio	87,999	92
Manchester - Nashua, N.H.	86,206	93
Albuquerque, N.M.	83,674	94
Saginaw - Bay City - Midland, Mich.	83,556	95
Youngstown - Warren, Ohio	83,274	96
Flint, Mich.	82,656	97
Wichita, Kans.	80,034	98
Des Moines, Iowa	77,705	99
Chattanooga, Tenn.	77,558	100
Total Top 100	**28,299,592**	
Columbia, S.C.	76,150	101
Lake County, Ill.	75,618	102
Huntington - Ashland, W.Va.-Ky.	73,954	103
Tacoma, Wash.	72,775	104
Beaumont - Port Arthur, Tex.	72,679	105
Trenton, N.J.	72,458	106
Reno, Nev.	72,129	107
Anchorage, Alas.	71,364	108
McAllen - Edinburg - Mission, Tex.	70,267	109
Santa Barbara - Santa Maria - Lompoc, Cal.	70,245	110
Bakersfield, Cal.	69,894	111
Charleston, S.C.	69,409	112
Lansing - East Lansing, Mich.	68,597	113
Lexington-Fayette, Ky.	67,972	114
Atlantic City, N.J.	67,802	115
Johnson City - Kingsport - Bristol, Tenn.	67,620	116
Madison, Wisc.	67,259	117
Mobile, Ala.	67,191	118
Jackson, Miss.	65,066	119
Colorado Springs, Colo.	62,751	120
Davenport - Rock Island - Moline, Iowa-Ill.	61,719	121
Fort Wayne, Ind.	61,189	122
Canton, Ohio	60,632	123
Portsmouth - Dover - Rochester, N.H.	60,446	124
Shreveport, La.	59,934	125
Augusta, Ga.	59,740	126
Spokane, Wash.	59,466	127
Salinas - Seaside - Monterey, Cal.	59,293	128
Stockton, Cal.	58,911	129
York, Pa.	58,075	130
Lancaster, Pa.	57,061	131
Evansville, Ind.	56,977	132
Santa Rosa - Petaluma, Cal.	54,484	133
Laredo, Tex.	53,837	134
Modesto, Cal.	53,559	135
Orange County, N.Y.	53,117	136
Vallejo - Fairfield - Napa, Cal.	52,651	137
Ann Arbor, Mich.	51,927	138
Corpus Christi, Tex.	51,410	139
Brownsville - Harlingen, Tex.	49,848	140
Peoria, Ill.	47,485	141
Kalamazoo, Mich.	47,043	142
Lafayette, La.	46,356	143
Appleton - Oshkosh - Neenah, Wisc.	46,318	144
Aurora - Elgin, Ill.	45,912	145
St. Cloud, Minn.	45,896	146
Utica - Rome, N.Y.	45,654	147
South Bend - Mishawaka, Ind.	45,621	148
Lubbock, Tex.	44,672	149
Pensacola, Fla.	44,664	150
Total Top 150	**31,294,689**	
Springfield, Mo.	44,183	151
Montgomery, Ala.	43,398	152
Erie, Pa.	43,321	153
Macon - Warner Robins, Ga.	43,219	154
Rockford, Ill.	43,105	155
Savannah, Ga.	43,082	156
Green Bay, Wisc.	42,147	157
Roanoke, Va.	42,080	158
Visalia - Tulare - Porterville, Cal.	41,828	159
Melbourne - Titusville - Palm Bay, Fla.	40,830	160
Lakeland - Winter Haven, Fla.	40,120	161
Duluth, Minn.	40,113	162
Joliet, Ill.	39,503	163
Daytona Beach, Fla.	39,093	164
Boulder - Longmont, Colo.	38,862	165
Odessa, Tex.	38,641	166
Sarasota, Fla.	37,285	167
Cedar Rapids, Iowa	36,996	168
Fort Myers - Cape Coral, Fla.	36,713	169
Midland, Tex.	36,556	170
Amarillo, Tex.	36,528	171
Binghamton, N.Y.	36,490	172
Charleston, W.Va.	36,369	173
Huntsville, Ala.	36,290	174
Tallahassee, Fla.	35,426	175
Fayetteville, N.C.	35,398	176
Burlington, Vt.	34,900	177
Salem, Ore.	33,923	178
Poughkeepsie, N.Y.	33,833	179
Wheeling, W.Va.	33,607	180
Springfield, Ill.	33,564	181
Bangor, Me.	33,306	182
Niagara Falls, N.Y.	33,191	183
Lincoln, Neb.	33,147	184
Eugene - Springfield, Ore.	32,967	185
Columbus, Ga.	32,797	186
Longview - Marshall, Tex.	32,086	187
Lorain - Elyria, Ohio	31,944	188
Charlottesville, Va.	31,076	189
Gainesville, Fla.	30,867	190
Galveston - Texas City, Tex.	30,647	191
Champaign - Urbana - Rantoul, Ill.	30,416	192
Lynchburg, Va.	30,289	193
Waco, Tex.	30,260	194
Lima, Ohio	30,167	195
Killeen - Temple, Tex.	30,143	196
Tyler, Tex.	29,809	197
Sioux Falls, S.D.	29,515	198
New London - Norwich, Conn.	29,396	199
Wilmington, N.C.	29,221	200
Total Top 200	**33,083,336**	
Pittsfield, Mass.	28,855	201
Asheville, N.C.	28,769	202
Santa Cruz, Cal.	28,661	203
Topeka, Kans.	28,284	204
Beaver County, Pa.	28,067	205
Fargo - Moorhead, N.D.-Minn.	27,569	206
Athens, Ga.	27,506	207
Abilene, Tex.	27,291	208
Terre Haute, Ind.	26,924	209
Vancouver, Wash.	26,785	210
Bloomington - Normal, Ill.	26,612	211
Biloxi - Gulfport, Miss.	26,571	212
Billings, Mont.	26,411	213
Decatur, Ill.	26,362	214
Mansfield, Ohio	26,228	215
Houma - Thibodaux, La.	26,076	216
Hickory, N.C.	25,904	217
Monroe, La.	25,683	218
Yakima, Wash.	25,472	219
Benton Harbor, Mich.	25,469	220
Johnstown, Pa.	25,335	221
Provo - Orem, Utah	25,283	222
Parkersburg - Marietta, W.Va.-Ohio	25,120	223
Fort Collins - Loveland, Colo.	25,052	224
Wichita Falls, Tex.	24,720	225
Jackson, Tenn.	24,604	226
Boise, Ida.	24,578	227
Lafayette - West Lafayette, Ind.	24,499	228
Fort Smith, Ark.	24,268	229
Rochester, Minn.	24,238	230
Fort Pierce, Fla.	23,848	231
Olympia, Wash.	23,748	232
Burlington, N.C.	23,496	233
Waterloo - Cedar Falls, Iowa	23,430	234
Vineland - Millville - Bridgeton, N.J.	23,373	235
Lake Charles, La.	22,950	236
Alexandria, La.	22,873	237
Florence, Ala.	22,741	238
Muncie, Ind.	22,564	239
Tuscaloosa, Ala.	22,162	240
Sioux City, Iowa	22,089	241
Naples, Fla.	22,073	242
Altoona, Pa.	22,001	243
Racine, Wisc.	21,988	244
Albany, Ga.	21,979	245
Bryan - College Station, Tex.	21,861	246
Janesville - Beloit, Wisc.	21,715	247
Chico, Cal.	21,588	248
Brazoria, Tex.	21,468	249
Dothan, Ala.	21,418	250
Total Top 250	**34,319,897**	
Texarkana, Tex.-Ark.	20,914	251
Lewiston - Auburn, Me.	20,799	252
Anderson, Ind.	20,696	253
Bradenton, Fla.	20,624	254
Richland - Kennewick - Pasco, Wash.	20,569	255
Joplin, Mo.	20,568	256
Hamilton - Middletown, Ohio	20,387	257
Lawton, Okla.	20,030	258
Bloomington, Ind.	20,028	259
Fort Walton Beach, Fla.	19,937	260
Williamsport, Pa.	19,733	261
Ocala, Fla.	19,612	262
Elmira, N.Y.	19,309	263
Clarksville - Hopkinsville, Tenn.-Ky.	18,974	264
Fayetteville - Springdale, Ark.	18,870	265
Pueblo, Colo.	18,869	266
Muskegon, Mich.	18,829	267
Pascagoula, Miss.	18,804	268
Cumberland, Md.	18,635	269
Owensboro, Ky.	18,604	270
Eau Claire, Wisc.	18,540	271
Anderson, S.C.	18,477	272
Kokomo, Ind.	18,397	273
Hagerstown, Md.	18,385	274
Santa Fe, N.M.	18,334	275
Florence, S.C.	18,329	276
Jackson, Mich.	18,321	277
Panama City, Fla.	18,319	278
La Crosse, Wisc.	18,255	279
Merced, Cal.	18,114	280
Rapid City, S.D.	18,032	281
Grand Forks, N.D.	17,734	282
Elkhart - Goshen, Ind.	17,733	283
Sharon, Pa.	17,030	284
Steubenville - Weirton, Ohio-W.Va.	16,784	285
San Angelo, Tex.	16,469	286
St. Joseph, Mo.	16,369	287
Bismarck, N.D.	16,266	288
Victoria, Tex.	16,232	289
Dubuque, Iowa	16,226	290
Redding, Cal.	15,938	291
Bremerton, Wash.	15,724	292
Anniston, Ala.	15,610	293
Las Cruces, N.M.	15,555	294
Battle Creek, Mich.	15,476	295
Kenosha, Wisc.	15,353	296
Glens Falls, N.Y.	15,283	297
Yuba City, Cal.	14,694	298
Columbia, Mo.	14,670	299
Bellingham, Wash.	14,667	300
Pine Bluff, Ark.	14,630	301
Cheyenne, Wyo.	14,629	302
State College, Pa.	14,260	303
Greeley, Colo.	14,248	304
Wausau, Wisc.	14,147	305
Danville, Va.	13,646	306
Great Falls, Mont.	13,536	307
Medford, Ore.	13,287	308
Enid, Okla.	12,850	309
Casper, Wyo.	12,817	310
Iowa City, Iowa	12,420	311
Gadsden, Ala.	12,351	312
Sherman - Denison, Tex.	12,340	313
Sheboygan, Wisc.	11,499	314
Jacksonville, N.C.	10,530	315
Kankakee, Ill.	10,120	316
Lawrence, Kans.	7,702	317
Total Above Areas	**35,435,016**	
Percent of U.S.	**86.0336**	
U.S. Total	**41,187,397**	

S&MM METRO MARKET RANKING

FOOTWEAR SALES

Area	($000)	Rank
New York, N.Y.	1,161,364	1
Los Angeles - Long Beach, Cal.	958,176	2
Chicago, Ill.	854,857	3
Philadelphia, Pa.	537,034	4
Detroit, Mich.	463,071	5
Boston - Lawrence - Salem - Lowell - Brockton Mass.	458,252	6
Washington, D.C.	444,531	7
Houston, Tex.	383,555	8
Nassau - Suffolk, N.Y.	382,377	9
Dallas, Tex.	327,748	10
Atlanta, Ga.	309,500	11
San Francisco, Cal.	304,257	12
Anaheim - Santa Ana, Cal.	288,072	13
Miami - Hialeah, Fla.	284,449	14
St. Louis, Mo.	263,072	15
San Diego, Cal.	249,662	16
Minneapolis - St. Paul, Minn.	235,917	17
Bergen - Passaic, N.J.	227,851	18
Seattle, Wash.	222,460	19
Oakland, Cal.	218,110	20
Newark, N.J.	216,498	21
Pittsburgh, Pa.	215,700	22
Baltimore, Md.	212,277	23
Cleveland, Ohio	210,051	24
Denver, Colo.	189,960	25
San Jose, Cal.	185,506	26
Phoenix, Ariz.	182,728	27
New Orleans, La.	177,986	28
Riverside - San Bernardino, Cal.	166,682	29
Kansas City, Mo.-Kans.	165,819	30
Tampa - St. Petersburg - Clearwater, Fla.	145,013	31
Portland, Ore.	141,279	32
Cincinnati, Ohio	141,054	33
San Antonio, Tex.	137,181	34
Fort Worth - Arlington, Tex.	135,626	35
Middlesex - Somerset - Hunterdon, N.J.	132,158	36
Hartford - New Britain - Middletown - Bristol, Conn.	130,600	37
Bridgeport - Stamford - Norwalk - Danbury, Conn.	127,920	38
Oklahoma City, Okla.	127,460	39
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	127,045	40
Milwaukee, Wisc.	125,122	41
Sacramento, Cal.	124,937	42
Indianapolis, Ind.	123,093	43
Memphis, Tenn.	122,418	44
Norfolk - Virginia Beach - Newport News, Va.	121,625	45
Columbus, Ohio	121,231	46
Salt Lake City - Ogden, Utah	102,585	47
Louisville, Ky.	95,857	48
Nashville, Tenn.	93,769	49
Greensboro - Winston-Salem - High Point, N.C.	92,812	50
Total Top 50	**12,966,307**	
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	92,263	51
Orlando, Fla.	91,915	52
Monmouth - Ocean, N.J.	90,630	53
West Palm Beach - Boca Raton - Delray Beach, Fla.	89,468	54
Rochester, N.Y.	89,016	55
Buffalo, N.Y.	87,170	56
Austin, Tex.	86,153	57
Albany - Schenectady - Troy, N.Y.	83,222	58
Honolulu, Haw.	82,521	59
Dayton - Springfield, Ohio	81,306	60
Richmond - Petersburg, Va.	78,146	61
Birmingham, Ala.	77,305	62
Las Vegas, Nev.	77,264	63
Providence - Pawtucket - Woonsocket, R.I.	75,359	64
Knoxville, Tenn.	72,870	65
New Haven - Waterbury - Meriden, Conn.	70,626	66
Reading, Pa.	70,169	67
Tulsa, Okla.	70,020	68
Raleigh - Durham, N.C.	69,549	69
Scranton - Wilkes-Barre, Pa.	69,333	70
Jacksonville, Fla.	69,004	71
Toledo, Ohio	64,281	72
Allentown - Bethlehem, Pa.	62,403	73
Springfield, Mass.	61,246	74
Baton Rouge, La.	60,669	75
El Paso, Tex.	60,641	76
Omaha, Neb.	60,064	77
Greenville - Spartanburg, S.C.	60,021	78
Grand Rapids, Mich.	57,793	79
New Bedford - Fall River - Attleboro, Mass.	57,303	80
Little Rock - North Little Rock, Ark.	57,052	81
Fresno, Cal.	56,254	82
Gary - Hammond, Ind.	55,993	83
Jersey City, N.J.	55,895	84
Wilmington, Del.	54,891	85
Harrisburg - Lebanon - Carlisle, Pa.	53,698	86
Tucson, Ariz.	53,230	87
Syracuse, N.Y.	53,112	88
Portland, Me.	52,543	89
Albuquerque, N.M.	50,991	90
Oxnard - Ventura, Cal.	50,827	91
Akron, Ohio	49,943	92
Worcester - Fitchburg - Leominster, Mass.	49,044	93
Youngstown - Warren, Ohio	48,665	94
Lake County, Ill.	47,444	95
Santa Barbara - Santa Maria - Lompoc, Cal.	46,731	96
Jackson, Miss.	46,291	97
Trenton, N.J.	46,026	98
Tacoma, Wash.	45,238	99
Saginaw - Bay City - Midland, Mich.	44,129	100
Total Top 100	**16,202,034**	
Chattanooga, Tenn.	43,902	101
Beaumont - Port Arthur, Tex.	43,174	102
Bakersfield, Cal.	42,203	103
Roanoke, Va.	40,885	104
Charleston, S.C.	40,568	105
Manchester - Nashua, N.H.	40,013	106
Wichita, Kans.	39,743	107
Anchorage, Alas.	39,692	108
Shreveport, La.	39,360	109
Columbia, S.C.	39,325	110
Corpus Christi, Tex.	38,751	111
Reno, Nev.	38,694	112
Modesto, Cal.	38,412	113
Mobile, Ala.	38,279	114
Flint, Mich.	38,132	115
McAllen - Edinburg - Mission, Tex.	37,799	116
Spokane, Wash.	36,592	117
Lansing - East Lansing, Mich.	36,522	118
Des Moines, Iowa	36,004	119
Colorado Springs, Colo.	35,311	120
Johnson City - Kingsport - Bristol, Tenn.	35,122	121
Huntington - Ashland, W.Va.-Ky.	35,032	122
Augusta, Ga.	34,896	123
Lexington-Fayette, Ky.	34,386	124
Madison, Wisc.	34,214	125
Atlantic City, N.J.	34,179	126
Canton, Ohio	33,649	127
Salinas - Seaside - Monterey, Cal.	33,604	128
Santa Rosa - Petaluma, Cal.	33,258	129
Evansville, Ind.	33,157	130
Lancaster, Pa.	33,079	131
Davenport - Rock Island - Moline, Iowa-Ill.	32,671	132
Stockton, Cal.	32,287	133
Fort Wayne, Ind.	32,285	134
Savannah, Ga.	32,011	135
Laredo, Tex.	31,692	136
Lafayette, La.	30,808	137
Portsmouth - Dover - Rochester, N.H.	30,149	138
Vallejo - Fairfield - Napa, Cal.	29,562	139
Lubbock, Tex.	29,429	140
York, Pa.	29,383	141
Peoria, Ill.	28,810	142
Utica - Rome, N.Y.	27,739	143
Orange County, N.Y.	27,595	144
Lynchburg, Va.	27,315	145
Asheville, N.C.	27,122	146
Brownsville - Harlingen, Tex.	27,103	147
Sarasota, Fla.	26,164	148
Ann Arbor, Mich.	26,022	149
Montgomery, Ala.	25,865	150
Total Top 150	**17,913,983**	
Kalamazoo, Mich.	25,725	151
Rockford, Ill.	25,662	152
Aurora - Elgin, Ill.	25,328	153
Appleton - Oshkosh - Neenah, Wisc.	24,896	154
Pensacola, Fla.	24,565	155
Macon - Warner Robins, Ga.	24,480	156
Erie, Pa.	24,337	157
Odessa, Tex.	23,767	158
Amarillo, Tex.	23,602	159
Galveston - Texas City, Tex.	23,251	160
Visalia - Tulare - Porterville, Cal.	23,029	161
Springfield, Mo.	22,884	162
Fayetteville, N.C.	22,878	163
Binghamton, N.Y.	22,745	164
Joliet, Ill.	22,720	165
Poughkeepsie, N.Y.	22,620	166
Daytona Beach, Fla.	22,401	167
Lakeland - Winter Haven, Fla.	22,365	168
Boulder - Longmont, Colo.	22,252	169
South Bend - Mishawaka, Ind.	22,084	170
Tyler, Tex.	21,812	171
Melbourne - Titusville - Palm Bay, Fla.	21,307	172
Charleston, W.Va.	21,235	173
Columbus, Ga.	21,032	174
Green Bay, Wisc.	20,755	175
Burlington, N.C.	20,498	176
Longview - Marshall, Tex.	20,360	177
Fort Myers - Cape Coral, Fla.	20,070	178
Tallahassee, Fla.	19,942	179
Salem, Ore.	19,918	180
Waco, Tex.	19,891	181
Midland, Tex.	19,805	182
Monroe, La.	19,017	183
Eugene - Springfield, Ore.	18,804	184
Abilene, Tex.	18,787	185
Wheeling, W.Va.	18,721	186
Athens, Ga.	18,016	187
Duluth, Minn.	17,987	188
Springfield, Ill.	17,604	189
Champaign - Urbana - Rantoul, Ill.	17,420	190
Lincoln, Neb.	17,281	191
Niagara Falls, N.Y.	17,084	192
Huntsville, Ala.	17,056	193
Hickory, N.C.	16,932	194
Wichita Falls, Tex.	16,847	195
Biloxi - Gulfport, Miss.	16,843	196
Cedar Rapids, Iowa	16,642	197
Yakima, Wash.	16,560	198
Bangor, Me.	16,511	199
Racine, Wisc.	16,424	200
Total Top 200	**18,946,735**	
Burlington, Vt.	16,291	201
Lorain - Elyria, Ohio	16,191	202
New London - Norwich, Conn.	16,129	203
Provo - Orem, Utah	16,076	204
Houma - Thibodaux, La.	15,903	205
Killeen - Temple, Tex.	15,867	206
Rochester, Minn.	15,793	207
Billings, Mont.	15,702	208
Naples, Fla.	15,577	209
Santa Cruz, Cal.	15,401	210
Bryan - College Station, Tex.	15,390	211
Wilmington, N.C.	15,210	212
Sioux Falls, S.D.	15,207	213
Albany, Ga.	15,074	214
Johnstown, Pa.	14,620	215
Sharon, Pa.	14,473	216
Altoona, Pa.	14,471	217
Tuscaloosa, Ala.	14,401	218
Fort Pierce, Fla.	14,364	219
Texarkana, Tex.-Ark.	14,290	220
Gainesville, Fla.	14,237	221
Charlottesville, Va.	14,181	222
Olympia, Wash.	14,164	223
Fort Collins - Loveland, Colo.	13,885	224
Topeka, Kans.	13,873	225
Williamsport, Pa.	13,859	226
Lake Charles, La.	13,821	227
Bloomington - Normal, Ill.	13,786	228
Chico, Cal.	13,672	229
Alexandria, La.	13,667	230
Ocala, Fla.	13,548	231
Janesville - Beloit, Wisc.	13,513	232
Boise, Ida.	13,366	233
Lima, Ohio	13,348	234
Terre Haute, Ind.	13,134	235
Jackson, Tenn.	13,063	236
Brazoria, Tex.	12,971	237
San Angelo, Tex.	12,968	238
Vancouver, Wash.	12,937	239
Parkersburg - Marietta, W.Va.-Ohio	12,912	240
Benton Harbor, Mich.	12,854	241
Bradenton, Fla.	12,843	242
Muncie, Ind.	12,711	243
Santa Fe, N.M.	12,694	244
Pittsfield, Mass.	12,521	245
Fargo - Moorhead, N.D.-Minn.	12,476	246
Mansfield, Ohio	12,410	247
Anderson, S.C.	12,391	248
Elkhart - Goshen, Ind.	12,314	249
Decatur, Ill.	12,285	250
Total Top 250	**19,649,569**	
Fort Smith, Ark.	12,257	251
Florence, S.C.	12,205	252
Lafayette - West Lafayette, Ind.	12,131	253
Richland - Kennewick - Pasco, Wash.	12,000	254
Beaver County, Pa.	11,993	255
Sioux City, Iowa	11,466	256
Redding, Cal.	11,404	257
Vineland - Millville - Bridgeton, N.J.	11,264	258
Waterloo - Cedar Falls, Iowa	11,169	259
Dothan, Ala.	11,123	260
Elmira, N.Y.	11,121	261
Pascagoula, Miss.	11,113	262
Pueblo, Colo.	10,853	263
Muskegon, Mich.	10,851	264
Joplin, Mo.	10,780	265
St. Cloud, Minn.	10,751	266
Lawton, Okla.	10,648	267
Panama City, Fla.	10,479	268
Anderson, Ind.	10,402	269
Hamilton - Middletown, Ohio	10,389	270
Kokomo, Ind.	10,343	271
Florence, Ala.	10,310	272
Hagerstown, Md.	10,268	273
Eau Claire, Wisc.	10,247	274
Cumberland, Md.	10,091	275
Lewiston - Auburn, Me.	10,089	276
Victoria, Tex.	9,979	277
Jackson, Mich.	9,873	278
Las Cruces, N.M.	9,800	279
La Crosse, Wisc.	9,741	280
Bloomington, Ind.	9,691	281
Pine Bluff, Ark.	9,667	282
Bismarck, N.D.	9,651	283
Fayetteville - Springdale, Ark.	9,626	284
Clarksville - Hopkinsville, Tenn.-Ky.	9,553	285
Fort Walton Beach, Fla.	9,472	286
Bremerton, Wash.	9,320	287
Glens Falls, N.Y.	9,220	288
Medford, Ore.	9,175	289
Yuba City, Cal.	9,068	290
Owensboro, Ky.	9,021	291
Danville, Va.	8,981	292
Steubenville - Weirton, Ohio-W.Va.	8.561	293
Bellingham, Wash.	8,539	294
St. Joseph, Mo.	8,399	295
Merced, Cal.	8,369	296
Rapid City, S.D.	8,354	297
Greeley, Colo.	8,349	298
Grand Forks, N.D.	8,239	299
Dubuque, Iowa	7,976	300
State College, Pa.	7,574	301
Kenosha, Wisc.	7,555	302
Wausau, Wisc.	7,540	303
Cheyenne, Wyo.	7,433	304
Sherman - Denison, Tex.	7,197	305
Sheboygan, Wisc	7,152	306
Casper, Wyo.	7,136	307
Columbia, Mo.	7,116	308
Great Falls, Mont.	7,114	309
Anniston, Ala.	7,089	310
Battle Creek, Mich.	6,991	311
Jacksonville, N.C.	6,986	312
Gadsden, Ala.	6,717	313
Iowa City, Iowa	6,693	314
Kankakee, Ill.	6,574	315
Enid, Okla.	6,429	316
Lawrence, Kans.	4,762	317
Total Above Areas	**20,271,998**	
Percent of U.S.	**86.7418**	
U.S. Total	**23,370,494**	

S&MM METRO MARKET RANKING

MAJOR HOUSEHOLD APPLIANCE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	642,231	1
New York, N.Y.	428,604	2
Chicago, Ill.	381,357	3
Philadelphia, Pa.	335,399	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	296,469	5
Detroit, Mich.	287,137	6
Washington, D.C.	262,454	7
Houston, Tex.	257,241	8
Nassau - Suffolk, N.Y.	210,826	9
Dallas, Tex.	207,678	10
Tampa - St. Petersburg - Clearwater, Fla.	188,964	11
St. Louis, Mo.	182,970	12
Atlanta, Ga.	182,437	13
Minneapolis - St. Paul, Minn.	178,699	14
San Diego, Cal.	174,185	15
Anaheim - Santa Ana, Cal.	160,015	16
Oakland, Cal.	156,230	17
Baltimore, Md.	153,205	18
Denver, Colo.	150,282	19
Bergen - Passaic, N.J.	147,215	20
Miami - Hialeah, Fla.	145,589	21
Cleveland, Ohio	144,821	22
Phoenix, Ariz.	137,800	23
Kansas City, Mo.-Kans.	135,466	24
Newark, N.J.	133,663	25
San Jose, Cal.	133,182	26
New Orleans, La.	132,536	27
San Francisco, Cal.	132,406	28
Pittsburgh, Pa.	129,570	29
Seattle, Wash.	123,332	30
Riverside - San Bernardino, Cal.	122,194	31
Cincinnati, Ohio	108,249	32
Fort Worth - Arlington, Tex.	106,102	33
Sacramento, Cal.	104,690	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	103,806	35
Middlesex - Somerset - Hunterdon, N.J.	99,602	36
Norfolk - Virginia Beach - Newport News, Va.	97,982	37
Bridgeport - Stamford - Norwalk - Danbury, Conn.	90,894	38
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	90,089	39
Indianapolis, Ind.	89,844	40
Portland, Ore.	89,341	41
Oklahoma City, Okla.	89,164	42
Hartford - New Britain - Middletown - Bristol, Conn.	87,021	43
Milwaukee, Wisc.	85,340	44
San Antonio, Tex.	81,324	45
West Palm Beach - Boca Raton - Delray Beach, Fla.	78,442	46
Greensboro - Winston-Salem - High Point, N.C.	77,999	47
Memphis, Tenn.	77,759	48
Salt Lake City - Ogden, Utah	72,676	49
Nashville, Tenn.	71,344	50
Total Top 50	**8,155,825**	
Louisville, Ky.	69,878	51
Dayton - Springfield, Ohio	66,423	52
Rochester, N.Y.	66,310	53
Jacksonville, Fla.	65,041	54
Richmond - Petersburg, Va.	64,726	55
Monmouth - Ocean, N.J.	64,390	56
Raleigh - Durham, N.C.	63,906	57
Orlando, Fla.	63,501	58
Omaha, Neb.	62,950	59
Buffalo, N.Y.	62,481	60
Austin, Tex.	62,367	61
Columbus, Ohio	62,328	62
Grand Rapids, Mich.	61,834	63
Albany - Schenectady - Troy, N.Y.	61,105	64
Providence - Pawtucket - Woonsocket, R.I.	60,309	65
Tulsa, Okla.	60,173	66
Baton Rouge, La.	60,138	67
Las Vegas, Nev.	58,891	68
New Haven - Waterbury - Meriden, Conn.	54,771	69
Toledo, Ohio	54,369	70
Springfield, Mass.	51,933	71
Knoxville, Tenn.	51,617	72
Birmingham, Ala.	51,289	73
Greenville - Spartanburg, S.C.	48,540	74
Worcester - Fitchburg - Leominster, Mass.	47,854	75
Harrisburg - Lebanon - Carlisle, Pa.	47,193	76
Gary - Hammond, Ind.	46,825	77
Youngstown - Warren, Ohio	44,967	78
Corpus Christi, Tex.	44,258	79
Lancaster, Pa.	44,061	80
Scranton - Wilkes-Barre, Pa.	43,962	81
Honolulu, Haw.	43,308	82
Wilmington, Del.	42,769	83
Oxnard - Ventura, Cal.	41,536	84
Akron, Ohio	41,532	85
Beaumont - Port Arthur, Tex.	41,410	86
Little Rock - North Little Rock, Ark.	40,673	87
Wichita, Kans.	40,494	88
Allentown - Bethlehem, Pa.	39,160	89
Albuquerque, N.M.	39,083	90
Syracuse, N.Y.	38,999	91
Daytona Beach, Fla.	38,656	92
Flint, Mich.	37,877	93
Mobile, Ala.	37,100	94
New Bedford - Fall River - Attleboro, Mass.	36,912	95
Manchester - Nashua, N.H.	36,450	96
Anchorage, Alas.	36,435	97
Columbia, S.C.	35,889	98
Tucson, Ariz.	35,375	99
Chattanooga, Tenn.	35,252	100
Total Top 100	**10,663,125**	
Melbourne - Titusville - Palm Bay, Fla.	35,167	101
Madison, Wisc.	35,031	102
Jersey City, N.J.	34,990	103
Saginaw - Bay City - Midland, Mich.	34,972	104
Johnson City - Kingsport - Bristol, Tenn.	34,879	105
El Paso, Tex.	34,419	106
Shreveport, La.	33,906	107
Pensacola, Fla.	33,315	108
Bakersfield, Cal.	33,159	109
Des Moines, Iowa	32,906	110
Trenton, N.J.	32,255	111
Charleston, S.C.	32,238	112
Sarasota, Fla.	32,070	113
Lansing - East Lansing, Mich.	31,883	114
Reading, Pa.	31,757	115
Atlantic City, N.J.	31,462	116
Fort Wayne, Ind.	30,728	117
Jackson, Miss.	30,416	118
Santa Barbara - Santa Maria - Lompoc, Cal.	29,967	119
Tacoma, Wash.	29,716	120
Colorado Springs, Colo.	29,170	121
Fayetteville, N.C.	29,131	122
Lafayette, La.	28,923	123
Lake County, Ill.	28,510	124
Fresno, Cal.	28,295	125
South Bend - Mishawaka, Ind.	27,866	126
Canton, Ohio	27,231	127
McAllen - Edinburg - Mission, Tex.	27,188	128
Santa Rosa - Petaluma, Cal.	27,090	129
Binghamton, N.Y.	26,862	130
New London - Norwich, Conn.	26,767	131
Brownsville - Harlingen, Tex.	26,594	132
Stockton, Cal.	26,423	133
Vallejo - Fairfield - Napa, Cal.	26,153	134
Fort Myers - Cape Coral, Fla.	26,078	135
Lakeland - Winter Haven, Fla.	26,023	136
Macon - Warner Robins, Ga.	25,772	137
Bradenton, Fla.	25,240	138
Lexington-Fayette, Ky.	24,930	139
Savannah, Ga.	24,795	140
Spokane, Wash.	24,534	141
Asheville, N.C.	24,459	142
Davenport - Rock Island - Moline, Iowa-Ill.	24,372	143
Modesto, Cal.	24,192	144
St. Cloud, Minn.	23,862	145
Augusta, Ga.	23,756	146
Kalamazoo, Mich.	23,699	147
Evansville, Ind.	23,522	148
Portsmouth - Dover - Rochester, N.H.	23,181	149
Visalia - Tulare - Porterville, Cal.	23,174	150
Total Top 150	**12,096,153**	
Reno, Nev.	23,110	151
Peoria, Ill.	23,100	152
Charleston, W.Va.	23,048	153
Rockford, Ill.	22,728	154
Ann Arbor, Mich.	22,715	155
Laredo, Tex.	22,568	156
Salinas - Seaside - Monterey, Cal.	22,510	157
Appleton - Oshkosh - Neenah, Wisc.	22,505	158
Springfield, Mo.	22,505	158
York, Pa.	22,413	160
Portland, Me.	22,205	161
Roanoke, Va.	22,065	162
Huntington - Ashland, W.Va.-Ky.	21,360	163
Amarillo, Tex.	21,169	164
Erie, Pa.	20,981	165
Odessa, Tex.	20,740	166
Lake Charles, La.	20,696	167
Galveston - Texas City, Tex.	20,301	168
Tallahassee, Fla.	20,108	169
Lubbock, Tex.	19,978	170
Longview - Marshall, Tex.	19,907	171
Boulder - Longmont, Colo.	19,886	172
Killeen - Temple, Tex.	19,069	173
Columbus, Ga.	18,885	174
Springfield, Ill.	18,733	175
Salem, Ore.	18,288	176
Hickory, N.C.	18,231	177
Huntsville, Ala.	18,114	178
Waco, Tex.	17,809	179
Montgomery, Ala.	17,704	180
Aurora - Elgin, Ill.	17,296	181
Fort Pierce, Fla.	17,230	182
Naples, Fla.	16,879	183
Houma - Thibodaux, La.	16,788	184
Bryan - College Station, Tex.	16,246	185
Abilene, Tex.	16,137	186
Topeka, Kans.	16,104	187
Orange County, N.Y.	16,014	188
Green Bay, Wisc.	15,975	189
Monroe, La.	15,913	190
Duluth, Minn.	15,817	191
Fort Walton Beach, Fla.	15,506	192
Utica - Rome, N.Y.	15,374	193
Billings, Mont.	15,071	194
Biloxi - Gulfport, Miss.	14,925	195
Midland, Tex.	14,795	196
Boise, Ida.	14,689	197
Wichita Falls, Tex.	14,687	198
Johnstown, Pa.	14,452	199
Fort Collins - Loveland, Colo.	14,363	200
Total Top 200	**13,033,845**	
Charlottesville, Va.	14,242	201
Eugene - Springfield, Ore.	14,209	202
Terre Haute, Ind.	14,120	203
Lorain - Elyria, Ohio	13,963	204
Tyler, Tex.	13,947	205
Wheeling, W.Va.	13,805	206
Anderson, S.C.	13,521	207
Poughkeepsie, N.Y.	13,484	208
Ocala, Fla.	13,386	209
Florence, S.C.	13,290	210
Chico, Cal.	13,284	211
Lynchburg, Va.	13,071	212
Joliet, Ill.	12,877	213
Cedar Rapids, Iowa	12,767	214
Lima, Ohio	12,678	215
Parkersburg - Marietta, W.Va.-Ohio	12,659	216
Waterloo - Cedar Falls, Iowa	12,544	217
Provo - Orem, Utah	12,518	218
Wilmington, N.C.	12,492	219
Burlington, Vt.	12,408	220
Lafayette - West Lafayette, Ind.	12,381	221
Richland - Kennewick - Pasco, Wash.	12,255	222
Decatur, Ill.	12,231	223
San Angelo, Tex.	12,167	224
Gainesville, Fla.	12,149	225
Vineland - Millville - Bridgeton, N.J.	11,873	226
Alexandria, La.	11,868	227
Fort Smith, Ark.	11,582	228
Lincoln, Neb.	11,394	229
Dothan, Ala.	11,364	230
Burlington, N.C.	11,170	231
Sioux Falls, S.D.	11,169	232
Eau Claire, Wisc.	11,135	233
Florence, Ala.	11,098	234
Beaver County, Pa.	10,932	235
Santa Cruz, Cal.	10,825	236
Fayetteville - Springdale, Ark.	10,821	237
Pittsfield, Mass.	10,735	238
Albany, Ga.	10,621	239
Texarkana, Tex.-Ark.	10,600	240
Mansfield, Ohio	10,513	241
Racine, Wisc.	10,511	242
Olympia, Wash.	10,432	243
Great Falls, Mont.	10,412	244
Muskegon, Mich.	10,392	245
Bangor, Me.	10,296	246
Brazoria, Tex.	10,295	247
Altoona, Pa.	10,165	248
Bremerton, Wash.	10,088	249
Hamilton - Middletown, Ohio	10,073	250
Total Top 250	**13,630,657**	
Battle Creek, Mich.	10,042	251
Vancouver, Wash.	10,038	252
Hagerstown, Md.	10,010	253
Athens, Ga.	10,003	254
Muncie, Ind.	9,996	255
Jacksonville, N.C.	9,923	256
Fargo - Moorhead, N.D.-Minn.	9,870	257
Clarksville - Hopkinsville, Tenn.-Ky.	9,867	258
Jackson, Tenn.	9,833	259
Pueblo, Colo.	9,729	260
Yakima, Wash.	9,709	261
Wausau, Wisc.	9,697	262
Columbia, Mo.	9,689	263
Joplin, Mo.	9,619	264
Las Cruces, N.M.	9,597	265
Redding, Cal.	9,534	266
Sioux City, Iowa	9,534	266
St. Joseph, Mo.	9,491	268
Medford, Ore.	9,445	269
Champaign - Urbana - Rantoul, Ill.	9,315	270
La Crosse, Wisc.	9,295	271
Pascagoula, Miss.	9,256	272
Rochester, Minn.	9,254	273
Jackson, Mich.	9,117	274
Owensboro, Ky.	9,039	275
Elmira, N.Y.	8,997	276
Janesville - Beloit, Wisc.	8,966	277
Bismarck, N.D.	8,796	278
Lawton, Okla.	8,568	279
Santa Fe, N.M.	8,509	280
Anderson, Ind.	8,389	281
Panama City, Fla.	8,328	282
Gadsden, Ala.	8,320	283
Rapid City, S.D.	8,252	284
Elkhart - Goshen, Ind.	8,146	285
Kankakee, Ill.	8,107	286
Bellingham, Wash.	8,050	287
Steubenville - Weirton, Ohio-W.Va.	8,044	288
Victoria, Tex.	8,010	289
State College, Pa.	8,006	290
Niagara Falls, N.Y.	7,974	291
Cheyenne, Wyo.	7,604	292
Greeley, Colo.	7,388	293
Bloomington - Normal, Ill.	7,139	294
Merced, Cal.	7,040	295
Grand Forks, N.D.	7,008	296
Sherman - Denison, Tex.	6,905	297
Pine Bluff, Ark.	6,742	298
Yuba City, Cal.	6,732	299
Dubuque, Iowa	6,670	300
Danville, Va.	6,664	301
Tuscaloosa, Ala.	6,405	302
Benton Harbor, Mich.	6,225	303
Sharon, Pa.	6,135	304
Kenosha, Wisc.	6,125	305
Cumberland, Md.	5,931	306
Kokomo, Ind.	5,662	307
Anniston, Ala.	5,359	308
Iowa City, Iowa	5,247	309
Casper, Wyo.	5,234	310
Williamsport, Pa.	5,133	311
Bloomington, Ind.	5,083	312
Enid, Okla.	5,050	313
Lewiston - Auburn, Me.	4,947	314
Glens Falls, N.Y.	4,717	315
Lawrence, Kans.	4,659	316
Sheboygan, Wisc.	4,175	317
Total Above Areas	**14,161,000**	
Percent of U.S.	**80.7004**	
U.S. Total	**17,547,623**	

S&MM METRO MARKET RANKING

FURNITURE & SLEEP EQUIPMENT SALES

Area	($000)	Rank
New York, N.Y.	1,305,641	1
Los Angeles - Long Beach, Cal.	1,186,998	2
Chicago, Ill.	923,478	3
Philadelphia, Pa.	688,700	4
Washington, D.C.	669,961	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	593,135	6
Detroit, Mich.	578,206	7
Houston, Tex.	497,196	8
Nassau - Suffolk, N.Y.	487,634	9
Atlanta, Ga.	417,518	10
Anaheim - Santa Ana, Cal.	336,697	11
San Diego, Cal.	336,185	12
Dallas, Tex.	328,969	13
Minneapolis - St. Paul, Minn.	325,901	14
San Francisco, Cal.	325,743	15
Baltimore, Md.	323,535	16
Cleveland, Ohio	313,339	17
St. Louis, Mo.	308,149	18
Phoenix, Ariz.	300,084	19
Miami - Hialeah, Fla.	299,840	20
Tampa - St. Petersburg - Clearwater, Fla.	298,747	21
Denver, Colo.	297,079	22
Bergen - Passaic, N.J.	283,401	23
Newark, N.J.	282,870	24
Oakland, Cal.	281,864	25
Pittsburgh, Pa.	267,028	26
Seattle, Wash.	244,360	27
San Jose, Cal.	236,762	28
Norfolk - Virginia Beach - Newport News, Va.	234,668	29
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	226,192	30
Riverside - San Bernardino, Cal.	216,725	31
Greensboro - Winston-Salem - High Point, N.C.	211,826	32
Kansas City, Mo.-Kans.	207,775	33
New Orleans, La.	202,824	34
West Palm Beach - Boca Raton - Delray Beach, Fla.	198,598	35
Middlesex - Somerset - Hunterdon, N.J.	197,910	36
Cincinnati, Ohio	183,943	37
Oklahoma City, Okla.	181,081	38
Memphis, Tenn.	177,807	39
Sacramento, Cal.	174,891	40
Columbus, Ohio	171,936	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	166,191	42
Indianapolis, Ind.	165,542	43
Hartford - New Britain - Middletown - Bristol, Conn.	162,090	44
San Antonio, Tex.	160,272	45
Fort Worth - Arlington, Tex.	153,227	46
Portland, Ore.	153,173	47
Milwaukee, Wisc.	151,411	48
Salt Lake City - Ogden, Utah	141,001	49
Louisville, Ky.	135,395	50
Total Top 50	**16,713,498**	
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	133,409	51
Rochester, N.Y.	129,667	52
Orlando, Fla.	127,172	53
Birmingham, Ala.	121,901	54
Monmouth - Ocean, N.J.	116,325	55
Dayton - Springfield, Ohio	114,899	56
Albany - Schenectady - Troy, N.Y.	114,136	57
Jacksonville, Fla.	112,000	58
Nashville, Tenn.	111,833	59
Tulsa, Okla.	111,314	60
New Haven - Waterbury - Meriden, Conn.	107,545	61
Buffalo, N.Y.	101,664	62
Richmond - Petersburg, Va.	100,523	63
Austin, Tex.	99,415	64
Knoxville, Tenn.	97,643	65
Providence - Pawtucket - Woonsocket, R.I.	97,123	66
Raleigh - Durham, N.C.	94,799	67
Omaha, Neb.	90,938	68
Wilmington, Del.	85,484	69
Toledo, Ohio	84,722	70
Tucson, Ariz.	84,234	71
Grand Rapids, Mich.	84,077	72
Allentown - Bethlehem, Pa.	80,509	73
Sarasota, Fla.	79,473	74
Las Vegas, Nev.	78,766	75
Fort Myers - Cape Coral, Fla.	77,448	76
Baton Rouge, La.	74,733	77
Syracuse, N.Y.	74,160	78
Worcester - Fitchburg - Leominster, Mass.	73,622	79
Scranton - Wilkes-Barre, Pa.	72,845	80
Manchester - Nashua, N.H.	71,642	81
Greenville - Spartanburg, S.C.	71,191	82
Honolulu, Haw.	70,033	83
El Paso, Tex.	69,596	84
Springfield, Mass.	68,378	85
Oxnard - Ventura, Cal.	68,276	86
Albuquerque, N.M.	67,924	87
Chattanooga, Tenn.	67,684	88
Little Rock - North Little Rock, Ark.	67,174	89
Charleston, S.C.	66,981	90
Fresno, Cal.	64,998	91
Gary - Hammond, Ind.	63,307	92
Santa Barbara - Santa Maria - Lompoc, Cal.	62,877	93
Harrisburg - Lebanon - Carlisle, Pa.	62,281	94
Wichita, Kans.	61,906	95
Jersey City, N.J.	61,727	96
Youngstown - Warren, Ohio	60,185	97
Madison, Wisc.	58,920	98
Saginaw - Bay City - Midland, Mich.	58,861	99
Fayetteville, N.C.	58,541	100
Total Top 100	**20,948,359**	
New Bedford - Fall River - Attleboro, Mass.	58,335	101
Mobile, Ala.	58,090	102
Lake County, Ill.	57,402	103
Shreveport, La.	57,256	104
Des Moines, Iowa	56,295	105
Tacoma, Wash.	55,501	106
Colorado Springs, Colo.	55,409	107
Akron, Ohio	53,253	108
Anchorage, Alas.	53,211	109
Bakersfield, Cal.	53,103	110
Lexington-Fayette, Ky.	52,741	111
Jackson, Miss.	52,709	112
Flint, Mich.	52,014	113
Lancaster, Pa.	51,095	114
Portsmouth - Dover - Rochester, N.H.	48,757	115
Columbia, S.C.	48,041	116
Corpus Christi, Tex.	48,029	117
Fort Wayne, Ind.	47,119	118
Lansing - East Lansing, Mich.	47,010	119
Augusta, Ga.	46,891	120
Trenton, N.J.	46,771	121
Santa Rosa - Petaluma, Cal.	45,952	122
Evansville, Ind.	44,746	123
Beaumont - Port Arthur, Tex.	44,015	124
St. Cloud, Minn.	43,893	125
Modesto, Cal.	43,523	126
Spokane, Wash.	43,363	127
Davenport - Rock Island - Moline, Iowa-Ill.	42,786	128
South Bend - Mishawaka, Ind.	42,283	129
Johnson City - Kingsport - Bristol, Tenn.	42,164	130
Melbourne - Titusville - Palm Bay, Fla.	41,781	131
McAllen - Edinburg - Mission, Tex.	41,413	132
Vallejo - Fairfield - Napa, Cal.	41,297	133
Daytona Beach, Fla.	41,190	134
Lafayette, La.	41,031	135
Reno, Nev.	40,827	136
Pensacola, Fla.	40,814	137
Rockford, Ill.	40,752	138
Boulder - Longmont, Colo.	39,332	139
Canton, Ohio	38,674	140
Lubbock, Tex.	38,605	141
Peoria, Ill.	38,599	142
Eugene - Springfield, Ore.	38,440	143
Columbus, Ga.	37,902	144
Ann Arbor, Mich.	37,767	145
Savannah, Ga.	37,591	146
Macon - Warner Robins, Ga.	37,015	147
Laredo, Tex.	36,400	148
Odessa, Tex.	35,999	149
Huntsville, Ala.	35,880	150
Total Top 150	**23,221,425**	
Stockton, Cal.	35,820	151
Atlantic City, N.J.	35,580	152
Naples, Fla.	35,356	153
York, Pa.	35,210	154
Reading, Pa.	35,015	155
Orange County, N.Y.	34,716	156
Kalamazoo, Mich.	34,673	157
Hickory, N.C.	34,158	158
Appleton - Oshkosh - Neenah, Wisc.	33,827	159
Salinas - Seaside - Monterey, Cal.	33,693	160
Montgomery, Ala.	33,273	161
Huntington - Ashland, W.Va.-Ky.	33,271	162
Fort Pierce, Fla.	33,022	163
Visalia - Tulare - Porterville, Cal.	32,788	164
Utica - Rome, N.Y.	32,557	165
Lakeland - Winter Haven, Fla.	31,837	166
Springfield, Mo.	31,098	167
New London - Norwich, Conn.	30,580	168
Aurora - Elgin, Ill.	30,577	169
Killeen - Temple, Tex.	30,496	170
Roanoke, Va.	30,330	171
Midland, Tex.	29,516	172
Fort Walton Beach, Fla.	29,161	173
Poughkeepsie, N.Y.	28,785	174
Wilmington, N.C.	28,504	175
Erie, Pa.	28,399	176
Tallahassee, Fla.	27,912	177
Portland, Me.	27,671	178
Brownsville - Harlingen, Tex.	27,271	179
Lorain - Elyria, Ohio	26,018	180
Asheville, N.C.	25,854	181
Charleston, W.Va.	25,760	182
Tyler, Tex.	25,620	183
Amarillo, Tex.	25,455	184
Wichita Falls, Tex.	25,300	185
Green Bay, Wisc.	25,085	186
Duluth, Minn.	24,976	187
Ocala, Fla.	24,853	188
Billings, Mont.	24,610	189
Binghamton, N.Y.	23,350	190
Biloxi - Gulfport, Miss.	23,263	191
Longview - Marshall, Tex.	23,167	192
Jacksonville, N.C.	22,345	193
Joliet, Ill.	22,301	194
Springfield, Ill.	22,230	195
Abilene, Tex.	21,778	196
Houma - Thibodaux, La.	21,432	197
Joplin, Mo.	21,312	198
Wheeling, W.Va.	21,042	199
Lincoln, Neb.	20,811	200
Total Top 200	**24,643,083**	
Waco, Tex.	20,808	201
Sioux Falls, S.D.	20,625	202
Bradenton, Fla.	20,602	203
Fort Smith, Ark.	20,215	204
Alexandria, La.	19,828	205
Monroe, La.	19,706	206
Hamilton - Middletown, Ohio	19,677	207
Boise, Ida.	19,658	208
Santa Cruz, Cal.	19,631	209
Albany, Ga.	19,598	210
Lynchburg, Va.	19,405	211
Cedar Rapids, Iowa	19,336	212
Lake Charles, La.	19,196	213
Dothan, Ala.	19,096	214
Topeka, Kans.	18,761	215
Gainesville, Fla.	18,386	216
Burlington, Vt.	18,332	217
Charlottesville, Va.	18,293	218
Beaver County, Pa.	18,175	219
San Angelo, Tex.	18,172	220
Johnstown, Pa.	18,033	221
Lawton, Okla.	18,009	222
Salem, Ore.	17,957	223
Lima, Ohio	17,763	224
Fargo - Moorhead, N.D.-Minn.	17,661	225
Clarksville - Hopkinsville, Tenn.-Ky.	17,510	226
Eau Claire, Wisc.	17,386	227
Rochester, Minn.	17,341	228
Parkersburg - Marietta, W.Va.-Ohio	17,229	229
Champaign - Urbana - Rantoul, Ill.	17,221	230
Terre Haute, Ind.	17,216	231
Altoona, Pa.	17,188	232
Muncie, Ind.	16,963	233
Burlington, N.C.	16,815	234
Richland - Kennewick - Pasco, Wash.	16,780	235
Texarkana, Tex.-Ark.	16,713	236
Decatur, Ill.	16,594	237
Waterloo - Cedar Falls, Iowa	16,578	238
Racine, Wisc.	15,737	239
Mansfield, Ohio	15,566	240
Hagerstown, Md.	15,537	241
Vancouver, Wash.	15,480	242
Bloomington - Normal, Ill.	15,382	243
Niagara Falls, N.Y.	15,319	244
Fort Collins - Loveland, Colo.	15,193	245
Panama City, Fla.	15,145	246
Tuscaloosa, Ala.	14,979	247
Pueblo, Colo.	14,755	248
Brazoria, Tex.	14,615	249
Fayetteville - Springdale, Ark.	14,569	250
Total Top 250	**25,523,817**	
Yuba City, Cal.	14,428	251
Muskegon, Mich.	14,384	252
Las Cruces, N.M.	14,352	253
Anderson, S.C.	14,024	254
Olympia, Wash.	14,011	255
Jackson, Tenn.	13,912	256
Sharon, Pa.	13,831	257
Galveston - Texas City, Tex.	13,510	258
Jackson, Mich.	13,481	259
Bryan - College Station, Tex.	13,458	260
Williamsport, Pa.	13,218	261
Rapid City, S.D.	13,078	262
Bismarck, N.D.	12,948	263
Bremerton, Wash.	12,911	264
Santa Fe, N.M.	12,884	265
Wausau, Wisc.	12,851	266
Yakima, Wash.	12,743	267
Sioux City, Iowa	12,587	268
Athens, Ga.	12,524	269
Kokomo, Ind.	12,387	270
Chico, Cal.	12,189	271
Florence, S.C.	12,188	272
Victoria, Tex.	12,159	273
Provo - Orem, Utah	11,935	274
Grand Forks, N.D.	11,899	275
Bangor, Me.	11,860	276
Redding, Cal.	11,667	277
Pittsfield, Mass.	11,634	278
Bellingham, Wash.	11,494	279
St. Joseph, Mo.	11,413	280
Cheyenne, Wyo.	11,338	281
Great Falls, Mont.	11,330	282
Merced, Cal.	11,254	283
Elkhart - Goshen, Ind.	11,183	284
Steubenville - Weirton, Ohio-W.Va.	11,107	285
Columbia, Mo.	11,058	286
Owensboro, Ky.	10,971	287
La Crosse, Wisc.	10,968	288
Vineland - Millville - Bridgeton, N.J.	10,964	289
Kankakee, Ill.	10,877	290
Greeley, Colo.	10,840	291
Janesville - Beloit, Wisc.	10,773	292
Anderson, Ind.	10,739	293
Casper, Wyo.	10,667	294
Medford, Ore.	10,547	295
Pascagoula, Miss.	10,541	296
Florence, Ala.	10,522	297
Elmira, N.Y.	10,272	298
Sherman - Denison, Tex.	10,091	299
State College, Pa.	10,038	300
Enid, Okla.	9,997	301
Kenosha, Wisc.	9,985	302
Benton Harbor, Mich.	9,899	303
Cumberland, Md.	9,803	304
Lafayette - West Lafayette, Ind.	9,675	305
Gadsden, Ala.	9,639	306
Battle Creek, Mich.	9,624	307
Anniston, Ala.	9,583	308
Pine Bluff, Ark.	9,140	309
Glens Falls, N.Y.	8,806	310
Sheboygan, Wisc.	8,762	311
Dubuque, Iowa	8,382	312
Danville, Va.	7,882	313
Bloomington, Ind.	7,525	314
Iowa City, Iowa	7,369	315
Lewiston - Auburn, Me.	6,588	316
Lawrence, Kans.	4,326	317
Total Above Areas	**26,272,842**	
Percent of U.S.	**85.4619**	
U.S. Total	**30,742,159**	

SALES & MARKETING MANAGEMENT

SECTION C:

1991 Projections for U.S. Metropolitan Markets

GUIDE TO USING 1991 METROPOLITAN AREA PROJECTIONS

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	1991	1986	1991
	1		2	3	4	5	6	7		8	9	10		11	

1. Updated from the 1980 Census of Population and Housing, **Total Population** is a head-count estimate of all persons living in a metro market at the end of the calender year. It includes persons living in college dormitories, hospitals, and armed forces personnel (and their dependents) permanently assigned to an area, but excludes tourists, transients, and seasonal residents. The projected **1991 Population** is based on the statistical extrapolation of births, deaths, and migration.

2. The projected **Percent Change** between 12/31/86 and 12/31/91, with 1986 as the base year, of a metro market's total population. A minus sign indicates a five-year decline.

3. Households are units made up of families or unrelated individuals occupying a house, apartment, or other group of rooms, or a single room regarded as a housing unit under the rules of the 1980 Census of Population and Housing. The members of a household need not be related, and a single person living alone in a designated housing unit is also counted as a household. The projection is based on population trends that will affect household size.

4. The projected **Percent Change** between 12/31/86 and 12/31/91, with 1986 as the base year, of a metro market's total households. A minus sign indicates a five-year decline.

5. Effective Buying Income (EBI) is a classification developed exclusively by Sales & Marketing Management to identify personal income less personal tax and non-tax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), non-tax payments (such as fines, fees, and penalties), and personal contributions to social insurance. The resulting figure is also commonly known as "disposable personal income." In addition, compensation paid to military, diplomatic, and business personnel living overseas is deducted from this total to arrive at the Effective Buying Income. EBI for 1991 is stated in current dollars.

6. The projected **Percent Change** between 12/31/86 and 12/31/91, with 1986 as the base year, of a metro market's total EBI. Again, a minus sign indicates a five-year decline.

7. Average Household EBI is calculated by dividing the total number of households into total EBI. Often used as an indicator of market quality, this figure can sometimes be misleading where there is a disproportionate share of institutional population (for example, students or armed forces personnel) living in quarters not considered households. Because their income is included in total EBI, an average household EBI figure could be deceptively higher than the average of the area's actual household population.

8. Total Retail Sales are net sales (minus refunds and allowances for returns) of establishment engaged primarily in retail trade. Retail sales by such non-retailers as wholesalers and service establishments are not counted. In line with new Census Bureau policy, this figure no longer includes: (1) sales taxes and other taxes collected from customers, and (2) carrying charges or other charges related to credit. Although retail sales are often used to gauge the purchasing power of the residents in a given market, they are only an approximation, since the market's volume may be affected by the movement of shoppers to and from adjacent areas, as well as by purchases of non-household units such as businesses and by inhabitants of group quarters. Retail sales for 1991 are stated in current dollars.

9. The projected **Percent Change** between 1986 and 1991, with 1986 as the base year, of a market's total retail sales. A minus sign indicates a five-year decline.

10. Retail Sales Per Household is a mathematical average calculated by dividing a market's total households into total retail sales. However, this figure should be used with caution, since retail sales for a given area can include purchases by non-household units within the market (such as businesses and inhabitants of group quarters), as well as by households located outside the area in question (non-resident purchases).

11. The **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, income, and retail sales—into a measurement of a market's ability to buy, expressing it as a percentage of the U.S. potential (U.S. = 100.0000). It is calculated by assigning a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percentages is then divided by 10 to arrive at the market's BPI. However, depending upon what your research has revealed about buyers of your products or services, you can construct your own customized BPI by using a demographic, economic, and distribution-related characteristic and assigning relevant weights to each, using this same formula.

SUMMARY OF S&MM's PROJECTIONS BY REGION AND STATE

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
REGION State	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
NEW ENGLAND	**12,820.0**	**13,103.6**	**2.2**	**4,958.3**	**4.6**	**257,317,498**	**41.9**	**38,260**	**51,896**	**139,180,936**	**42.6**	**20,594**	**28,070**	**6.0781**	**5.9811**
Connecticut	3,212.0	3,270.8	1.8	1,219.6	4.2	73,374,613	41.2	44,402	60,163	34,689,480	41.6	20,922	28,443	1.6335	1.5978
Maine	1,182.4	1,219.0	3.1	462.3	5.8	18,591,734	47.0	28,955	40,216	11,712,973	45.5	18,425	25,336	.4730	.4772
Massachusetts	5,876.0	5,952.8	1.3	2,272.3	3.7	118,429,196	39.7	38,691	52,119	65,288,228	40.9	21,153	28,732	2.8460	2.7640
New Hampshire	1,025.1	1,098.1	7.1	417.0	9.8	20,567,643	50.1	36,067	49,323	12,873,131	50.2	22,556	30,871	.4883	.5070
Rhode Island	980.5	998.7	1.9	372.8	3.8	17,925,689	43.7	34,744	48,084	8,867,373	43.1	17,259	23,786	.4157	.4116
Vermont	544.0	564.2	3.7	214.3	6.0	8,428,623	46.4	28,491	39,331	5,749,751	45.5	19,556	26,830	.2216	.2235
MIDDLE ATLANTIC	**37,620.4**	**38,212.2**	**1.6**	**14,560.9**	**3.8**	**707,003,323**	**38.7**	**36,360**	**48,555**	**312,576,984**	**39.2**	**16,009**	**21,467**	**16.2052**	**15.6136**
New Jersey	7,687.3	7,890.2	2.6	2,947.6	5.1	164,965,389	42.1	41,388	55,966	75,489,577	42.5	18,892	25,611	3.6555	3.5987
New York	17,979.6	18,312.1	1.8	6,992.5	4.0	344,119,805	36.6	37,478	49,213	142,344,471	38.8	15,257	20,357	7.7864	7.4378
Pennsylvania	11,953.5	12,009.9	.5	4,620.8	2.8	197,918,129	39.5	31,552	42,832	94,742,936	37.4	15,335	20,504	4.7633	4.5771
EAST NORTH CENTRAL	**42,129.9**	**42,374.7**	**.6**	**15,900.5**	**2.8**	**727,189,611**	**42.0**	**33,113**	**45,734**	**339,480,671**	**39.3**	**15,760**	**21,350**	**17.0071**	**16.5569**
Illinois	11,663.2	11,748.6	.7	4,402.4	2.9	216,397,667	40.9	35,906	49,154	91,668,519	38.7	15,449	20,822	4.8778	4.7262
Indiana	5,571.9	5,595.6	.4	2,060.3	2.4	89,780,218	44.0	30,985	43,576	46,904,654	41.4	16,481	22,766	2.1778	2.1438
Michigan	9,222.9	9,307.7	.9	3,446.8	3.2	158,893,681	42.3	33,447	46,099	78,110,105	40.3	16,680	22,662	3.7626	3.6776
Ohio	10,837.3	10,814.5	−.2	4,126.6	2.0	180,855,607	41.3	31,661	43,827	87,268,409	38.7	15,564	21,148	4.3172	4.1798
Wisconsin	4,834.6	4,908.3	1.5	1,864.4	3.8	81,262,438	43.7	31,487	43,586	35,528,984	37.2	14,419	19,057	1.8717	1.8295
WEST NORTH CENTRAL	**17,882.3**	**18,286.5**	**2.3**	**6,909.0**	**3.8**	**303,985,405**	**43.5**	**31,837**	**43,998**	**152,253,499**	**40.6**	**16,264**	**22,037**	**7.2239**	**7.1136**
Iowa	2,909.5	2,889.6	−.7	1,130.2	1.6	46,416,401	41.8	29,410	41,069	21,650,706	35.1	14,401	19,157	1.1137	1.0711
Kansas	2,483.9	2,552.6	2.8	980.9	4.4	45,883,502	43.3	34,057	46,777	20,972,644	41.7	15,750	21,381	1.0420	1.0289
Minnesota	4,292.7	4,428.1	3.2	1,670.5	5.3	77,505,772	46.2	33,417	46,397	40,393,453	44.0	17,683	24,180	1.8116	1.8176
Missouri	5,149.3	5,297.6	2.9	1,954.2	3.4	84,104,214	41.8	31,389	43,038	44,829,455	40.7	16,864	22,940	2.0660	2.0252
Nebraska	1,624.6	1,651.1	1.6	634.5	3.6	27,339,077	43.5	31,106	43,088	12,850,246	39.4	15,045	20,253	.6403	.6282
North Dakota	701.2	728.8	3.9	262.2	5.1	11,849,533	44.4	32,910	45,193	6,036,925	39.4	17,361	23,024	.2833	.2801
South Dakota	721.1	738.7	2.4	276.5	4.2	10,886,906	43.6	28,571	39,374	5,520,070	39.3	14,930	19,964	.2670	.2625
SOUTH ATLANTIC	**41,220.8**	**44,035.9**	**6.8**	**16,747.0**	**9.2**	**720,926,677**	**49.2**	**31,499**	**43,048**	**374,252,929**	**47.5**	**16,546**	**22,347**	**16.6485**	**17.1098**
Delaware	630.1	651.6	3.4	238.1	5.5	11,620,788	45.5	35,394	48,806	6,492,255	44.1	19,965	27,267	.2773	.2776
District of Columbia	620.0	604.7	−2.5	251.1	−.7	13,594,462	36.0	39,537	54,140	4,552,545	34.2	13,416	18,130	.2876	.2693
Florida	11,740.6	13,107.1	11.6	5,351.8	14.1	220,121,682	54.8	30,312	41,130	119,276,210	51.3	16,802	22,287	4.9526	5.2687
Georgia	6,124.0	6,539.7	6.8	2,380.5	9.1	101,188,501	48.6	31,204	42,507	53,827,855	46.7	16,813	22,612	2.3908	2.4484
Maryland	4,486.3	4,665.1	4.0	1,721.7	6.3	87,758,607	42.4	38,044	50,972	43,072,522	42.6	18,649	25,017	2.0160	1.9927
North Carolina	6,386.6	6,718.0	5.2	2,527.9	7.8	99,692,774	48.9	28,558	39,437	53,850,291	47.5	15,573	21,302	2.3901	2.4452
South Carolina	3,436.4	3,638.2	5.9	1,331.0	8.6	50,076,058	50.5	27,135	37,623	27,096,013	48.3	14,904	20,358	1.2117	1.2497
Virginia	5,845.1	6,171.4	5.6	2,203.1	6.7	110,375,346	47.2	36,298	50,100	52,102,185	47.0	17,164	23,649	2.4582	2.5007
West Virginia	1,951.7	1,940.1	−.6	741.8	1.7	26,498,459	47.1	24,690	35,722	13,833,053	41.0	13,590	18,650	.6642	.6575
EAST SOUTH CENTRAL	**15,391.6**	**15,799.9**	**2.7**	**5,853.6**	**5.0**	**220,158,741**	**48.9**	**26,519**	**37,611**	**113,431,898**	**43.6**	**14,167**	**19,378**	**5.3511**	**5.3979**
Alabama	4,093.1	4,209.6	2.8	1,576.3	5.2	57,315,036	46.8	26,065	36,360	27,128,123	41.7	12,785	17,210	1.3803	1.3787
Kentucky	3,777.6	3,830.6	1.4	1,401.4	3.5	54,885,316	49.1	27,189	39,165	26,719,882	42.2	13,887	19,067	1.3097	1.3149
Mississippi	2,668.4	2,747.6	3.0	977.0	5.3	33,684,855	50.3	24,166	34,478	17,595,890	43.9	13,179	18,010	.8438	.8554
Tennessee	4,852.5	5,012.1	3.3	1,898.9	5.6	74,273,534	49.6	27,606	39,114	41,988,003	45.6	16,038	22,112	1.8173	1.8489
WEST SOUTH CENTRAL	**27,050.3**	**29,250.6**	**8.1**	**10,659.6**	**10.0**	**450,842,479**	**50.8**	**30,847**	**42,295**	**224,419,603**	**40.9**	**16,435**	**21,053**	**10.4736**	**10.6978**
Arkansas	2,404.8	2,480.5	3.1	924.2	4.9	33,512,202	46.1	26,031	36,261	16,383,903	39.6	13,316	17,728	.8208	.8150
Louisiana	4,547.0	4,745.0	4.4	1,701.1	6.7	67,073,476	50.0	28,041	39,429	33,902,482	38.8	15,321	19,930	1.6200	1.6298
Oklahoma	3,360.4	3,573.6	6.3	1,371.8	8.0	53,352,281	47.6	28,452	38,892	27,111,490	37.7	15,497	19,763	1.2829	1.2827
Texas	16,738.1	18,451.5	10.2	6,662.5	12.1	296,904,520	52.2	32,826	44,564	147,021,728	42.2	17,397	22,067	6.7499	6.9703
MOUNTAIN	**13,180.2**	**14,390.0**	**9.2**	**5,440.2**	**11.4**	**227,071,821**	**54.0**	**30,192**	**41,740**	**116,234,366**	**46.6**	**16,235**	**21,366**	**5.1674**	**5.4069**
Arizona	3,327.4	3,769.9	13.3	1,477.5	16.3	59,045,415	55.5	29,889	39,963	28,583,980	48.3	15,166	19,346	1.3022	1.3848
Colorado	3,300.1	3,573.3	8.3	1,427.6	10.8	65,810,894	53.9	33,175	46,099	32,804,056	47.2	17,291	22,978	1.4413	1.5075
Idaho	1,036.5	1,090.5	5.2	372.8	4.8	14,948,581	49.5	28,120	40,098	6,936,073	39.0	14,034	18,605	.3544	.3570
Montana	841.6	876.3	4.1	342.9	6.3	12,271,904	47.4	25,807	35,789	6,356,440	34.8	14,617	18,537	.3048	.3011
Nevada	963.9	1,078.0	11.8	451.1	14.6	19,690,146	61.4	30,988	43,649	11,619,807	54.6	19,091	25,759	.4367	.4774
New Mexico	1,494.2	1,619.7	8.4	590.6	10.7	21,819,658	50.6	27,154	36,945	12,535,844	46.5	16,038	21,226	.5397	.5576
Utah	1,704.2	1,848.3	8.5	577.5	9.1	24,069,852	54.9	29,362	41,679	11,656,038	44.2	15,275	20,184	.5650	.5891
Wyoming	512.3	534.0	4.2	200.2	6.1	9,415,371	53.4	32,525	47,030	5,742,128	49.0	20,417	28,682	.2233	.2324
PACIFIC	**35,916.2**	**38,682.2**	**7.7**	**14,466.6**	**8.8**	**717,384,546**	**46.7**	**36,782**	**49,589**	**337,327,424**	**46.2**	**17,354**	**23,318**	**15.8451**	**16.1224**
Alaska	551.7	642.7	16.5	227.1	19.3	12,823,104	57.4	42,798	56,465	6,923,050	53.6	23,688	30,485	.2736	.2971
California	27,080.8	29,417.1	8.6	10,918.2	9.4	555,654,980	45.9	38,170	50,893	260,583,149	46.9	17,786	23,867	12.2189	12.4350
Hawaii	1,077.6	1,148.7	6.6	366.1	8.4	19,926,219	48.4	39,758	54,428	9,845,518	44.2	20,216	26,893	.4526	.4604
Oregon	2,726.8	2,772.6	1.7	1,081.1	3.1	45,491,181	51.0	28,727	42,079	22,689,766	43.0	15,135	20,988	1.0519	1.0660
Washington	4,479.3	4,701.1	5.0	1,874.1	7.4	83,489,062	47.5	32,452	44,549	37,285,941	42.8	14,969	19,895	1.8481	1.8639
TOTAL UNITED STATES	**243,211.7**	**254,135.6**	**4.5**	**95,495.7**	**6.5**	**4,331,880,101**	**45.3**	**33,252**	**45,362**	**2,109,158,310**	**42.9**	**16,462**	**22,086**	**100.0000**	**100.0000**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES **STATE** **S&MM METRO AREA** County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
ALABAMA															
ANNISTON	**124.6**	**126.5**	**1.5**	**46.0**	**4.1**	**1,595,305**	**42.4**	**25,338**	**34,681**	**602,380**	**26.9**	**10,739**	**13,095**	**.0386**	**.0369**
Calhoun	124.6	126.5	1.5	46.0	4.1	1,595,305	42.4	25,338	34,681	602,380	26.9	10,739	13,095	.0386	.0369
BIRMINGHAM	**922.0**	**945.3**	**2.5**	**364.8**	**4.9**	**14,133,350**	**45.5**	**27,914**	**38,743**	**6,698,763**	**40.8**	**13,678**	**18,363**	**.3353**	**.3328**
Blount	40.3	42.9	6.5	16.1	9.5	419,675	37.9	20,705	26,067	110,135	30.4	5,745	6,841	.0101	.0098
Jefferson	680.5	682.7	.3	269.2	2.7	10,718,974	43.3	28,529	39,818	5,829,396	41.8	15,683	21,655	.2650	.2604
St. Clair	47.9	51.9	8.4	18.5	12.1	531,845	41.3	22,815	28,748	127,816	30.7	5,925	6,909	.0122	.0120
Shelby	82.6	95.5	15.6	33.9	18.5	1,585,103	69.3	32,736	46,758	287,146	48.0	6,784	8,470	.0264	.0299
Walker	70.7	72.3	2.3	27.1	4.6	877,753	43.0	23,701	32,389	344,270	27.5	10,427	12,704	.0216	.0207
DOTHAN	**129.6**	**133.4**	**2.9**	**49.1**	**5.6**	**1,713,321**	**44.9**	**25,425**	**34,895**	**1,183,190**	**45.4**	**17,501**	**24,098**	**.0471**	**.0471**
Dale	47.8	47.1	−1.5	16.1	.6	592,945	41.9	26,116	36,829	207,734	37.4	9,448	12,903	.0140	.0135
Houston	81.8	86.3	5.5	33.0	8.2	1,120,376	46.6	25,062	33,951	975,456	47.2	21,725	29,559	.0331	.0336
FLORENCE	**140.0**	**142.7**	**1.9**	**54.9**	**4.2**	**1,828,814**	**37.4**	**25,256**	**33,312**	**898,920**	**33.7**	**12,757**	**16,374**	**.0474**	**.0450**
Colbert	55.3	55.3	.0	21.4	2.4	630,315	27.1	23,731	29,454	342,518	28.5	12,750	16,006	.0182	.0164
Lauderdale	84.7	87.4	3.2	33.5	5.3	1,198,499	43.5	26,258	35,776	556,402	37.1	12,762	16,609	.0292	.0286
GADSDEN	**103.9**	**103.7**	**−.2**	**39.9**	**2.0**	**1,191,163**	**30.5**	**23,347**	**29,854**	**519,552**	**19.9**	**11,080**	**13,021**	**.0327**	**.0293**
Etowah	103.9	103.7	−.2	39.9	2.0	1,191,163	30.5	23,347	29,854	519,552	19.9	11,080	13,021	.0327	.0293
HUNTSVILLE	**225.2**	**244.9**	**8.7**	**93.7**	**11.4**	**4,676,039**	**61.6**	**34,396**	**49,904**	**1,911,249**	**49.9**	**15,164**	**20,398**	**.0930**	**.1005**
Madison	225.2	244.9	8.7	93.7	11.4	4,676,039	61.6	34,396	49,904	1,911,249	49.9	15,164	20,398	.0930	.1005
MOBILE	**471.7**	**490.5**	**4.0**	**181.4**	**6.5**	**7,447,088**	**52.5**	**28,654**	**41,053**	**4,010,680**	**48.6**	**15,839**	**22,110**	**.1756**	**.1817**
Baldwin	91.4	100.6	10.1	37.8	12.8	1,563,437	62.5	28,729	41,361	744,008	57.9	14,065	19,683	.0333	.0365
Mobile	380.3	389.9	2.5	143.6	4.9	5,883,651	50.1	28,636	40,973	3,266,672	46.6	16,273	22,748	.1423	.1452
MONTGOMERY	**299.7**	**316.1**	**5.5**	**116.7**	**8.2**	**4,846,442**	**53.4**	**29,284**	**41,529**	**2,382,672**	**49.6**	**14,759**	**20,417**	**.1100**	**.1149**
Autauga	36.3	39.0	7.4	13.5	10.7	570,075	58.4	29,494	42,228	211,309	54.7	11,193	15,653	.0118	.0127
Elmore	48.6	51.3	5.6	17.8	9.2	601,313	45.1	25,417	33,782	168,472	37.7	7,507	9,465	.0134	.0135
Montgomery	214.8	225.8	5.1	85.4	7.6	3,675,054	54.1	30,046	43,033	2,002,891	50.2	16,795	23,453	.0848	.0887
TUSCALOOSA	**144.2**	**148.5**	**3.0**	**55.3**	**5.5**	**1,940,526**	**47.2**	**25,166**	**35,091**	**1,069,646**	**42.3**	**14,347**	**19,343**	**.0492**	**.0493**
Tuscaloosa	144.2	148.5	3.0	55.3	5.5	1,940,526	47.2	25,166	35,091	1,069,646	42.3	14,347	19,343	.0492	.0493
TOTAL METRO COUNTIES	**2,609.6**	**2,700.7**	**3.5**	**1,020.1**	**5.9**	**39,904,810**	**48.4**	**27,922**	**39,119**	**19,490,045**	**43.1**	**14,146**	**19,106**	**.9424**	**.9507**
TOTAL STATE	**4,093.1**	**4,209.6**	**2.8**	**1,576.2**	**5.2**	**57,315,036**	**46.8**	**26,065**	**36,360**	**27,128,123**	**41.7**	**12,785**	**17,210**	**1.3803**	**1.3787**
ALASKA															
ANCHORAGE	**239.5**	**281.8**	**17.7**	**106.9**	**20.8**	**6,029,428**	**56.0**	**43,680**	**56,403**	**4,128,735**	**54.3**	**30,226**	**38,622**	**.1390**	**.1503**
Anchorage	239.5	281.8	17.7	106.9	20.8	6,029,428	56.0	43,680	56,403	4,128,735	54.3	30,226	38,622	.1390	.1503
TOTAL METRO COUNTIES	**239.5**	**281.8**	**17.7**	**106.9**	**20.8**	**6,029,428**	**56.0**	**43,680**	**56,403**	**4,128,735**	**54.3**	**30,226**	**38,622**	**.1390**	**.1503**
TOTAL STATE	**551.7**	**642.7**	**16.5**	**227.1**	**19.3**	**12,823,104**	**57.4**	**42,798**	**56,465**	**6,923,050**	**53.6**	**23,688**	**30,485**	**.2736**	**.2971**
ARIZONA															
PHOENIX	**1,916.2**	**2,221.4**	**15.9**	**890.1**	**18.8**	**39,159,063**	**60.2**	**32,627**	**43,994**	**18,878,711**	**53.0**	**16,475**	**21,210**	**.8181**	**.8953**
Maricopa	1,916.2	2,221.4	15.9	890.1	16.8	39,159,063	60.2	32,627	43,994	18,878,711	53.0	16,475	21,210	.8181	.8953
TUCSON	**616.6**	**677.9**	**9.9**	**275.7**	**12.7**	**10,058,926**	**48.2**	**27,740**	**36,485**	**4,863,610**	**42.8**	**13,918**	**17,641**	**.2337**	**.2385**
Pima	616.6	677.9	9.9	275.7	12.7	10,058,926	48.2	27,740	36,485	4,863,610	42.8	13,918	17,641	.2337	.2385
TOTAL METRO COUNTIES	**2,532.8**	**2,899.3**	**14.5**	**1,165.8**	**17.3**	**49,217,989**	**57.6**	**31,423**	**42,218**	**23,742,321**	**50.8**	**15,845**	**20,366**	**1.0518**	**1.1338**
TOTAL STATE	**3,327.4**	**3,769.9**	**13.3**	**1,477.5**	**16.3**	**59,045,415**	**55.5**	**29,889**	**39,963**	**28,583,980**	**48.3**	**15,166**	**19,346**	**1.3022**	**1.3848**
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	**107.1**	**112.1**	**4.7**	**43.0**	**7.5**	**1,624,924**	**50.3**	**27,024**	**37,789**	**951,176**	**46.4**	**16,244**	**22,120**	**.0401**	**.0411**
Washington	107.1	112.1	4.7	43.0	7.5	1,624,924	50.3	27,024	37,789	951,176	46.4	16,244	22,120	.0401	.0411
FORT SMITH	**180.0**	**191.9**	**6.6**	**72.1**	**8.3**	**2,751,851**	**50.2**	**27,512**	**36,167**	**1,234,753**	**38.5**	**13,390**	**17,126**	**.0636**	**.0646**
Crawford	43.0	47.6	10.7	16.5	10.7	616,455	56.4	26,448	37,361	141,562	37.4	6,914	8,580	.0122	.0129
Sebastian	100.8	104.3	3.5	41.7	6.1	1,805,837	50.6	30,518	43,305	980,854	39.8	17,856	23,522	.0426	.0431
Sequoyah, Okla.	*36.2*	*40.0*	*10.5*	*13.9*	*12.1*	*329,559*	*38.0*	*19,262*	*23,709*	*112.337*	*29.1*	*7,017*	*8,082*	*.0088*	*.0086*
LITTLE ROCK - NORTH LITTLE ROCK	**508.9**	**528.9**	**3.9**	**196.1**	**5.6**	**8,893,977**	**48.4**	**32,274**	**45,354**	**4,555,809**	**44.2**	**17,014**	**23,232**	**.2067**	**.2092**
Faulkner	54.1	59.7	10.4	21.4	13.2	915,920	62.0	29,912	42,800	363,000	51.7	12,660	16,963	.0187	.0204
Lonoke	38.8	41.6	7.2	14.5	9.0	441,608	39.2	23,847	30,456	174,421	33.1	9,851	12,029	.0112	.0108
Pulaski	358.0	366.2	2.3	139.1	3.9	6,745,918	48.4	33,958	48,497	3,807,964	45.1	19,601	27,376	.1592	.1609
Saline	58.0	61.4	5.9	21.1	7.7	790,531	40.2	28.773	37,466	210,424	27.8	8,403	9,973	.0176	.0171
PINE BLUFF	**89.9**	**87.7**	**−2.4**	**30.2**	**−1.6**	**1,089,627**	**36.3**	**26,044**	**36,080**	**609,100**	**33.1**	**14,908**	**20,169**	**.0301**	**.0282**
Jefferson	89.9	87.7	−2.4	30.2	−1.6	1,089,627	36.3	26,044	36,080	609,100	33.1	14,908	20,169	.0301	.0282
TEXARKANA	**121.6**	**127.1**	**4.5**	**47.2**	**5.6**	**1,705,833**	**44.2**	**26,468**	**36,141**	**1,101,684**	**42.6**	**17,286**	**23,341**	**.0455**	**.0455**
Miller	38.9	39.5	1.5	14.6	3.5	549,974	46.7	26,583	37,669	268,004	39.3	13,648	18,356	.0134	.0134
Bowie, Tex.	*82.7*	*87.6*	*5.9*	*32.6*	*6.5*	*1,155,859*	*43.0*	*26,416*	*35,456*	*833,680*	*43.7*	*18,962*	*25,573*	*.0321*	*.0321*
TOTAL METRO COUNTIES	**938.7**	**969.9**	**3.3**	**359.0**	**5.2**	**15,119,777**	**47.7**	**29,987**	**42,116**	**8,065,965**	**42.3**	**16,599**	**22,468**	**.3640**	**.3660**
TOTAL STATE	**2,404.8**	**2,480.5**	**3.1**	**924.2**	**4.9**	**33,512,202**	**46.1**	**26,031**	**36,261**	**16,383,903**	**39.6**	**13,316**	**17,728**	**.8208**	**.8150**
CALIFORNIA															
ANAHEIM - SANTA ANA	**2,177.3**	**2,341.3**	**7.5**	**832.0**	**7.5**	**49,734,830**	**43.8**	**44,688**	**59,777**	**23,433,484**	**45.4**	**20,828**	**28,165**	**1.0864**	**1.0918**
Orange	2,177.3	2,341.3	7.5	832.0	7.5	49,734,830	43.8	44,688	59,777	23,433,484	45.4	20,828	28,165	1.0864	1.0918

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES					BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
CALIFORNIA (cont.)															
BAKERSFIELD	**493.8**	**558.7**	**13.1**	**202.6**	**15.1**	**9,503,333**	**54.3**	**34,984**	**46,907**	**4,084,784**	**46.3**	**15,864**	**20,162**	**.2005**	**.2118**
Kern	493.8	558.7	13.1	202.6	15.1	9,503,333	54.3	34,984	46,907	4,084,784	46.3	15,864	20,162	.2005	.2118
CHICO	**170.7**	**189.7**	**11.1**	**78.0**	**13.0**	**2,790,489**	**48.0**	**27,332**	**35,776**	**1,501,155**	**51.3**	**14,382**	**19,246**	**.0659**	**.0684**
Butte	170.7	189.7	11.1	78.0	13.0	2,790,489	48.0	27,332	35,776	1,501,155	51.3	14,382	19,246	.0659	.0684
FRESNO	**588.8**	**640.0**	**8.7**	**234.5**	**11.2**	**10,517,955**	**48.0**	**33,709**	**44,853**	**4,549,373**	**40.6**	**15,350**	**19,400**	**.2334**	**.2365**
Fresno	588.8	640.0	8.7	234.5	11.2	10,517,955	48.0	33,709	44,853	4,549,373	40.6	15,350	19,400	.2334	.2365
LOS ANGELES - LONG BEACH	**8,312.3**	**8,869.6**	**6.7**	**3,255.1**	**6.9**	**162,465,703**	**42.3**	**37,470**	**49,911**	**77,583,422**	**44.2**	**17,662**	**23,834**	**3.6907**	**3.6767**
Los Angeles	8,312.3	8,869.6	6.7	3,255.1	6.9	162,465,703	42.3	37,470	49,911	77,583,422	44.2	17,662	23,834	3.6907	3.6767
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	*13,116.7*	*14,221.8*	*8.4*	*5,167.5*	*8.8*	*263,852,365*	*44.8*	*38,358*	*51,060*	*124,007,332*	*46.5*	*17,830*	*23,998*	*5.8540*	*5.9286*
MERCED	**166.8**	**192.8**	**15.6**	**64.0**	**15.5**	**2,453,208**	**50.2**	**29,473**	**38,331**	**1,246,829**	**54.1**	**14,603**	**19,482**	**.0577**	**.0613**
Merced	166.8	192.8	15.6	64.0	15.5	2,453,208	50.2	29,473	38,331	1,246,829	54.1	14,603	19,482	.0577	.0613
MODESTO	**313.9**	**347.6**	**10.7**	**121.1**	**9.6**	**4,959,203**	**43.2**	**31,331**	**40,951**	**2,652,505**	**46.6**	**16,380**	**21,903**	**.1206**	**.1222**
Stanislaus	313.9	347.6	10.7	121.1	9.6	4,959,203	43.2	31,331	40,951	2,652,505	46.6	16,380	21,903	.1206	.1222
OAKLAND	**1,949.2**	**2,070.6**	**6.2**	**813.5**	**8.0**	**45,774,691**	**46.1**	**41,611**	**56,269**	**19,755,968**	**46.8**	**17,873**	**24,285**	**.9591**	**.9724**
Alameda	1,217.3	1,287.7	5.8	512.8	7.5	26,471,863	44.4	38,416	51,622	12,258,851	45.6	17,639	23,906	.5785	.5812
Contra Costa	731.9	782.9	7.0	300.7	9.0	19,302,828	48.5	47,138	64,193	7,497,117	48.7	18,277	24,932	.3806	.3912
OXNARD - VENTURA	**621.7**	**685.7**	**10.3**	**227.4**	**11.1**	**13,794,640**	**51.6**	**44,448**	**60,662**	**5,332,463**	**51.7**	**17,172**	**23,450**	**.2751**	**.2891**
Ventura	621.7	685.7	10.3	227.4	11.1	13,794,640	51.6	44,448	60,662	5,332,463	51.7	17,172	23,450	.2751	.2891
REDDING	**135.2**	**149.0**	**10.2**	**56.0**	**10.5**	**1,875,884**	**36.7**	**27,065**	**33,498**	**1,170,502**	**43.9**	**16,039**	**20,902**	**.0506**	**.0501**
Shasta	135.2	149.0	10.2	56.0	10.5	1,875,884	36.7	27,065	33,498	1,170,502	43.9	16,039	20,902	.0506	.0501
RIVERSIDE - SAN BERNARDINO	**2,005.4**	**2,325.2**	**15.9**	**853.0**	**17.8**	**37,857,192**	**55.5**	**33,611**	**44,381**	**17,657,963**	**57.1**	**15,520**	**20,701**	**.8018**	**.8710**
Riverside	871.8	1,013.6	16.3	381.3	17.6	16,416,767	54.8	32,725	43,055	8,001,056	55.3	15,897	20,984	.3543	.3830
San Bernardino	1,133.6	1,311.6	15.7	471.7	17.8	21,440,425	56.0	34,329	45,454	9,656,907	58.6	15,215	20,473	.4475	.4880
SACRAMENTO	**1,304.8**	**1,450.9**	**11.2**	**576.4**	**13.4**	**26,853,041**	**50.7**	**35,054**	**46,588**	**13,110,620**	**51.8**	**16,986**	**22,746**	**.5817**	**.6104**
El Dorado	112.1	130.3	16.2	48.8	15.4	2,149,821	51.1	33,630	44,054	772,493	43.0	12,774	15,830	.0440	.0460
Placer	146.7	169.4	15.5	65.1	18.1	3,088,875	55.6	36,018	47,448	1,665,197	58.6	19,056	25,579	.0667	.0726
Sacramento	918.9	1,014.4	10.4	410.6	12.9	19,387,288	50.6	35,396	47,217	9,798,100	52.5	17,670	23,863	.4220	.4429
Yolo	127.1	136.8	7.6	51.9	9.5	2,227,057	44.2	32,577	42,911	874,830	41.0	13,086	16,856	.0490	.0489
SALINAS - SEASIDE - MONTEREY	**337.3**	**366.7**	**8.7**	**121.0**	**8.9**	**6,184,417**	**45.2**	**38,338**	**51,111**	**2,756,760**	**44.5**	**17,170**	**22,783**	**.1379**	**.1393**
Monterey	337.3	366.7	8.7	121.0	8.9	6,184,417	45.2	38,338	51,111	2,756,760	44.5	17,170	22,783	.1379	.1393
SAN DIEGO	**2,217.7**	**2,466.0**	**11.2**	**908.8**	**12.4**	**48,138,439**	**52.0**	**39,167**	**52,969**	**21,915,702**	**52.8**	**17,738**	**24.115**	**1.0051**	**1.0615**
San Diego	2,217.7	2,466.0	11.2	908.8	12.4	48,138,439	52.0	39,167	52,969	21,915,702	52.8	17,738	24,115	1.0051	1.0615
SAN FRANCISCO	**1,583.7**	**1,649.6**	**4.2**	**705.6**	**5.6**	**41,601,182**	**43.3**	**43,467**	**58,959**	**20,928,485**	**43.9**	**21,765**	**29,661**	**.9128**	**.9077**
Marin	226.3	227.8	.7	97.1	2.1	7,187,371	41.4	53,966	74,020	2,929,507	41.1	22,040	30,170	.1461	.1426
San Francisco	738.1	782.3	6.0	355.2	7.0	18,724,394	46.5	38,497	52,715	10,497,005	46.4	21,606	29,552	.4207	.4269
San Mateo	619.3	639.5	3.3	253.3	4.7	15,689,417	40.3	46,197	61,940	7,501,973	41.7	21,877	29,617	.3460	.3382
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*5,903.2*	*6,260.6*	*6.1*	*2,436.6*	*7.1*	*139,867,852*	*44.5*	*42,535*	*57,403*	*63,792,995*	*45.1*	*19,326*	*26,181*	*3.0024*	*3.0146*
SAN JOSE	**1,409.1**	**1,484.5**	**5.4**	**515.3**	**4.4**	**32,235,095**	**40.8**	**46,360**	**62,556**	**14,670,393**	**41.7**	**20,965**	**28,470**	**.7100**	**.6975**
Santa Clara	1,409.1	1,484.5	5.4	515.3	4.4	32,235,095	40.8	46,360	62,556	14,670,393	41.7	20,965	28,470	.7100	.6975
SANTA BARBARA - SANTA MARIA - LOMPOC	**338.1**	**365.3**	**8.0**	**140.9**	**10.4**	**7,562,992**	**48.9**	**39,804**	**53,676**	**4,350,227**	**49.9**	**22,742**	**30,875**	**.1720**	**.1779**
Santa Barbara	338.1	365.3	8.0	140.9	10.4	7,562,992	48.9	39,804	53,676	4,350,227	49.9	22,742	30,875	.1720	.1779
SANTA CRUZ	**223.8**	**249.8**	**11.6**	**94.5**	**11.0**	**4,955,313**	**51.0**	**38,560**	**52,437**	**1,882,640**	**46.5**	**15,103**	**19,922**	**.0996**	**.1036**
Santa Cruz	223.8	249.8	11.6	94.5	11.0	4,955,313	51.0	38,560	52,437	1,882,640	46.5	15,103	19,922	.0996	.1036
SANTA ROSA - PETALUMA	**348.6**	**383.4**	**10.0**	**154.6**	**12.3**	**7,803,035**	**51.5**	**37,409**	**50,472**	**3,325,800**	**52.3**	**15,853**	**21,512**	**.1595**	**.1676**
Sonoma	348.6	383.4	10.0	154.6	12.3	7,803,035	51.5	37,409	50,472	3,325,800	52.3	15,853	21,512	.1595	.1676
STOCKTON	**423.3**	**477.1**	**12.7**	**179.3**	**14.9**	**7,606,333**	**51.6**	**32,156**	**42,422**	**3,460,253**	**51.5**	**14,640**	**19,299**	**.1653**	**.1746**
San Joaquin	423.3	477.1	12.7	179.3	14.9	7,606,333	51.6	32,156	42,422	3,460,253	51.5	14,640	19,299	.1653	.1746
VALLEJO - FAIRFIELD - NAPA	**388.8**	**422.7**	**8.7**	**153.1**	**10.9**	**7,498,536**	**47.0**	**36,942**	**48,978**	**3,229,709**	**49.4**	**15,652**	**21,095**	**.1614**	**.1658**
Napa	107.2	112.9	5.3	43.8	7.1	2,537,111	46.8	42,251	57,925	822,108	46.6	13,714	18,770	.0492	.0499
Solano	281.6	309.8	10.0	109.3	12.4	4,961,425	47.1	34,709	45,393	2,407,601	50.4	16,468	22,027	.1122	.1159
VISALIA - TULARE - PORTERVILLE	**290.1**	**320.6**	**10.5**	**103.8**	**9.5**	**3,154,593**	**29.5**	**25,688**	**30,391**	**2,220,822**	**39.8**	**16,762**	**21,395**	**.0969**	**.0933**
Tulare	290.1	320.6	10.5	103.8	9.5	3,154,593	29.5	25,688	30,391	2,220,822	39.8	16,762	21,395	.0969	.0933
YUBA CITY	**113.2**	**120.7**	**6.6**	**45.4**	**9.1**	**1,623,618**	**39.8**	**27,912**	**35,763**	**861,950**	**44.5**	**14,343**	**18,986**	**.0408**	**.0404**
Sutter	58.4	62.7	7.4	23.7	9.2	864,596	36.6	29,166	36,481	490,002	43.0	15,787	20,675	.0223	.0219
Yuba	54.8	58.0	5.8	21.7	9.0	759,022	43.7	26,543	34,978	371,948	46.4	12,768	17,140	.0185	.0185
TOTAL METRO COUNTIES	**25,913.6**	**28,127.5**	**8.5**	**10,435.9**	**9.3**	**536,943,722**	**45.9**	**38,555**	**51,452**	**251,681,809**	**46.9**	**17,953**	**24,117**	**11.7848**	**11.9909**
TOTAL STATE	**27,080.8**	**29,417.1**	**8.6**	**10,918.2**	**9.4**	**555,654,980**	**45.9**	**38,170**	**50,893**	**260,583,149**	**46.9**	**17,786**	**23,867**	**12.2189**	**12.4350**
COLORADO															
BOULDER - LONGMONT	**217.6**	**237.5**	**9.1**	**95.3**	**12.1**	**4,604,572**	**54.6**	**35,043**	**48,317**	**2,494,794**	**53.9**	**19,074**	**26,178**	**.1008**	**.1073**
Boulder	217.6	237.5	9.1	95.3	12.1	4,604,572	54.6	35,043	48,317	2,494,794	53.9	19,074	26,178	.1008	.1073
COLORADO SPRINGS	**372.0**	**414.4**	**11.4**	**159.0**	**14.6**	**7,079,245**	**60.0**	**31,898**	**44,524**	**3,554,528**	**51.9**	**16,871**	**22,356**	**.1523**	**.1649**
El Paso	372.0	414.4	11.4	159.0	14.6	7,079,245	60.0	31,898	44,524	3,554,528	51.9	16,871	22,356	.1523	.1649
DENVER	**1,649.4**	**1,796.3**	**8.9**	**737.9**	**11.1**	**37,703,476**	**55.6**	**36,494**	**51,096**	**17,573,690**	**47.2**	**17,981**	**23,816**	**.7846**	**.8268**
Adams	282.9	308.1	8.9	115.9	11.7	5,365,716	55.4	33,272	46,296	2,638,623	47.0	17,296	22,766	.1176	.1238
Arapahoe	387.5	452.5	16.8	182.0	19.7	10,273,930	65.3	40,864	56,450	4,413,913	46.7	19,787	24,252	.1972	.2170
Denver	508.0	514.0	1.2	240.9	3.6	10,361,258	44.4	30,868	43,011	5,642,875	42.9	16,979	23,424	.2423	.2404

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
COLORADO (cont.)															
Douglas	39.5	47.3	19.7	15.7	22.7	1,098,611	71.9	49,918	69,975	145,653	51.6	7,508	9,277	.0159	.0185
Jefferson	431.5	474.4	9.9	183.4	12.6	10,603,961	57.1	41,440	57,819	4,732,626	53.0	18,984	25,805	.2116	.2271
DENVER - BOULDER CONSOLIDATED AREA	***1,867.0***	***2,033.8***	***8.9***	***833.2***	***11.2***	***42,308,048***	***55.5***	***36,329***	***50,778***	***20,068,484***	***48.0***	***18,105***	***24,086***	***.8854***	***.9341***
FORT COLLINS - LOVELAND	**181.1**	**204.2**	**12.8**	**80.4**	**16.0**	**3,331,305**	**58.8**	**30,277**	**41,434**	**1,551,758**	**50.5**	**14,882**	**19,300**	**.0711**	**.0767**
Larimer	181.1	204.2	12.8	80.4	16.0	3,331,305	58.8	30,277	41,434	1,551,758	50.5	14,882	19,300	.0711	.0767
GREELEY	**137.8**	**147.3**	**6.9**	**55.4**	**9.7**	**2,076,990**	**49.7**	**27,472**	**37,491**	**908,601**	**47.8**	**12,174**	**16,401**	**.0470**	**.0486**
Weld	137.8	147.3	6.9	55.4	9.7	2,076,990	49.7	27,472	37,491	908,601	47.8	12,174	16,401	.0470	.0486
PUEBLO	**125.3**	**123.4**	**–1.5**	**48.6**	**1.0**	**1,662,000**	**33.7**	**25,845**	**34,198**	**828,870**	**27.7**	**13,496**	**17,055**	**.0443**	**.0407**
Pueblo	125.3	123.4	–1.5	48.6	1.0	1,662,000	33.7	25,845	34,198	828,870	27.7	13,496	17,055	.0443	.0407
TOTAL METRO COUNTIES	**2,683.2**	**2,923.1**	**8.9**	**1,176.6**	**11.5**	**56,457,588**	**55.2**	**34,448**	**47,984**	**26,912,241**	**47.9**	**17,238**	**22,873**	**1.2001**	**1.2650**
TOTAL STATE	**3,300.1**	**3,573.3**	**8.3**	**1,427.6**	**10.8**	**65,810,894**	**53.9**	**33,175**	**46,099**	**32,804,056**	**47.2**	**17,291**	**22,978**	**1.4413**	**1.5075**
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**828.6**	**841.4**	**1.5**	**307.4**	**3.7**	**22,701,829**	**41.6**	**54,102**	**73,851**	**10,471,856**	**41.6**	**24,944**	**34,066**	**.4874**	**.4772**
Fairfield	828.6	841.4	1.5	307.4	3.7	22,701,829	41.6	54,102	73,851	10,471,856	41.6	24,944	34,066	.4874	.4772
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,097.9**	**1,126.5**	**2.6**	**424.7**	**5.0**	**23,902,903**	**41.0**	**41,923**	**56,282**	**12,038,668**	**42.0**	**20,960**	**28,346**	**.5468**	**.5357**
Hartford	835.2	851.5	2.0	326.0	4.4	18,172,543	39.8	41,613	55,744	9,809,567	41.2	22,237	30,091	.4278	.4163
Middlesex	137.6	143.6	4.4	54.7	6.8	3,167,228	45.0	42,648	57,902	1,383,339	45.5	18,567	25,290	.0673	.0674
Tolland	125.1	131.4	5.0	44.0	7.8	2,563,132	44.8	43,386	58,253	845,762	46.1	14,189	19,222	.0517	.0520
NEW HAVEN - WATERBURY - MERIDEN	**770.6**	**774.2**	**.5**	**292.1**	**2.8**	**16,065,069**	**39.8**	**40,455**	**54,999**	**7,578,855**	**40.1**	**19,037**	**25,946**	**.3660**	**.3541**
New Haven	770.6	774.2	.5	292.1	2.8	16,065,069	39.8	40,455	54,999	7,578,855	40.1	19,037	25,946	.3660	.3541
NEW LONDON - NORWICH	**251.4**	**255.8**	**1.8**	**93.3**	**4.4**	**5,131,841**	**41.7**	**40,515**	**55,004**	**2,494,553**	**42.1**	**19,630**	**26,737**	**.1171**	**.1150**
New London	251.4	255.8	1.8	93.3	4.4	5,131,841	41.7	40,515	55,004	2,494,553	42.1	19,630	26,737	.1171	.1150
TOTAL METRO COUNTIES	**2,948.5**	**2,997.9**	**1.7**	**1,117.5**	**4.0**	**67,801,642**	**40.9**	**44,778**	**60,673**	**32,583,932**	**41.5**	**21,440**	**29,158**	**1.5173**	**1.4820**
TOTAL STATE	**3,212.0**	**3,270.8**	**1.8**	**1,219.6**	**4.2**	**73,374,613**	**41.2**	**44,402**	**60,163**	**34,689,480**	**41.6**	**20,922**	**28,443**	**1.6335**	**1.5978**
DELAWARE															
WILMINGTON	**548.3**	**565.8**	**3.2**	**206.7**	**5.6**	**10,806,484**	**45.7**	**37,889**	**52,281**	**5,231,633**	**42.9**	**18,697**	**25,310**	**.2438**	**.2438**
New Castle	413.1	423.5	2.5	155.3	4.7	8,229,707	45.0	38,273	52,992	4,464,003	44.0	20,901	28,744	.1922	.1918
Cecil, Md.	*67.1*	*72.0*	*7.3*	*25.2*	*10.5*	*1,107,086*	*46.8*	*33,086*	*43,952*	*438,177*	*37.2*	*14,004*	*17,388*	*.0246*	*.0247*
Salem, N. J.	*68.1*	*70.3*	*3.2*	*26.2*	*6.1*	*1,469,691*	*48.7*	*40,023*	*56,095*	*329,453*	*36.1*	*9,799*	*12,575*	*.0270*	*.0273*
TOTAL METRO COUNTIES	**413.1**	**423.5**	**2.5**	**155.3**	**4.7**	**8,229,707**	**45.0**	**38,273**	**52,992**	**4,464,003**	**44.0**	**20,901**	**28,744**	**.1922**	**.1918**
TOTAL STATE	**630.1**	**651.6**	**3.4**	**238.1**	**5.5**	**11,620,788**	**45.5**	**35,394**	**48,806**	**6,492,255**	**44.1**	**19,965**	**27,267**	**.2773**	**.2776**
DISTRICT OF COLUMBIA															
WASHINGTON	**3,544.0**	**3,744.8**	**5.7**	**1,415.1**	**7.4**	**90,609,817**	**47.4**	**46,665**	**64,031**	**39,481,424**	**47.6**	**20,311**	**27,900**	**1.8662**	**1.9022**
District of Columbia	620.0	604.7	-2.5	251.1	-.7	13,594,462	36.0	39,537	54,140	4,552,545	34.2	13,416	18,130	.2876	.2693
Calvert, Md.	*43.6*	*50.4*	*15.6*	*16.7*	*17.6*	*753,327*	*52.7*	*34,738*	*45,109*	*149,652*	*39.4*	*7,562*	*8,961*	*.0139*	*.0147*
Charles, Md.	*89.5*	*101.5*	*13.4*	*31.8*	*15.6*	*1,514,816*	*50.0*	*36,732*	*47,636*	*450,133*	*41.4*	*11,579*	*14,155*	*.0308*	*.0319*
Frederick, Md.	*134.6*	*148.6*	*10.4*	*51.4*	*13.2*	*2,455,686*	*49.9*	*36,082*	*47,776*	*1,165,914*	*51.2*	*16,988*	*22,683*	*.0543*	*.0566*
Montgomery, Md.	*653.1*	*708.4*	*8.5*	*273.0*	*11.1*	*19,654,527*	*49.8*	*53,404*	*71,995*	*9,129,610*	*50.8*	*24,637*	*33,442*	*.3967*	*.4127*
Prince George's, Md.	*679.1*	*682.5*	*.5*	*247.0*	*2.8*	*14,302,427*	*39.2*	*42,771*	*57,905*	*7,347,563*	*39.9*	*21,870*	*29,747*	*.3350*	*.3233*
Alexandria city, Va.	*111.8*	*117.8*	*5.4*	*59.6*	*8.0*	*3,799,724*	*51.3*	*45,503*	*63,754*	*1,674,412*	*49.4*	*20,308*	*28,094*	*.0740*	*.0770*
Arlington, Va.	*156.4*	*156.5*	*.1*	*75.9*	*2.2*	*5,222,344*	*44.6*	*48,620*	*68,806*	*1,766,823*	*42.0*	*16,744*	*23,278*	*.0988*	*.0977*
Fairfax, Va.	*701.5*	*776.7*	*10.7*	*284.5*	*13.4*	*21,779,728*	*57.0*	*55,317*	*76,554*	*8,509,768*	*56.0*	*21,755*	*29,911*	*.4012*	*.4336*
Fairfax city, Va.	*20.1*	*20.4*	*1.5*	*7.6*	*4.1*	*591,323*	*48.4*	*54,597*	*77,806*	*1,338,534*	*61.4*	*113,626*	*176,123*	*.0252*	*.0275*
Falls Church city, Va.	*9.4*	*9.3*	*-1.1*	*4.4*	*.0*	*315,917*	*40.5*	*51,103*	*71,799*	*463,212*	*53.8*	*68,451*	*105,275*	*.0107*	*.0110*
Loudoun, Va.	*71.0*	*82.2*	*15.8*	*27.7*	*17.4*	*1,597,026*	*58.2*	*42,766*	*57,654*	*591,616*	*59.3*	*15,734*	*21,358*	*.0303*	*.0334*
Manassas city, Va.	*19.4*	*22.4*	*15.5*	*7.6*	*15.2*	*436,014*	*56.1*	*42,312*	*57,370*	*477,315*	*56.7*	*46,139*	*62,805*	*.0125*	*.0136*
Manassas Park city, Va.	*7.2*	*7.7*	*6.9*	*2.2*	*.0*	*88,417*	*29.1*	*31,141*	*40,190*	*21,311*	*28.4*	*7,546*	*9,687*	*.0021*	*.0019*
Prince William, Va.	*174.2*	*193.9*	*11.3*	*56.1*	*9.8*	*3,496,280*	*50.6*	*45,424*	*62,322*	*1,539,600*	*50.3*	*20,045*	*27,444*	*.0741*	*.0775*
Stafford, Va.	*53.1*	*61.8*	*16.4*	*18.5*	*15.6*	*1,007,799*	*57.2*	*40,079*	*54,476*	*303,416*	*57.6*	*12,034*	*16,401*	*.0190*	*.0209*
TOTAL METRO COUNTIES	**620.0**	**604.7**	**–2.5**	**251.1**	**–.7**	**13,594,462**	**36.0**	**39,537**	**54,140**	**4,552,545**	**34.2**	**13,416**	**18,130**	**.2876**	**.2693**
TOTAL STATE	**620.0**	**604.7**	**–2.5**	**251.1**	**–.7**	**13,594,462**	**36.0**	**39,537**	**54,140**	**4,552,545**	**34.2**	**13,416**	**18,130**	**.2876**	**.2693**
FLORIDA															
BRADENTON	**180.5**	**204.1**	**13.1**	**88.5**	**14.9**	**3,401,672**	**56.4**	**28,240**	**38,437**	**1,984,032**	**56.4**	**16,478**	**22,418**	**.0769**	**.0835**
Manatee	180.5	204.1	13.1	88.5	14.9	3,401,672	56.4	28,240	38,437	1,984,032	56.4	16,478	22,418	.0769	.0835
DAYTONA BEACH	**325.1**	**372.5**	**14.6**	**162.0**	**17.6**	**6,194,283**	**62.3**	**27,721**	**38,236**	**3,069,164**	**50.8**	**14,776**	**18,945**	**.1320**	**.1444**
Volusia	325.1	372.5	14.6	162.0	17.6	6,194,283	62.3	27,721	38,236	3,069,164	50.8	14,776	18,945	.1320	.1444
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,167.8**	**1,280.0**	**9.6**	**556.7**	**12.2**	**25,909,851**	**53.2**	**34,081**	**46,542**	**14,151,397**	**53.3**	**18,610**	**25,420**	**.5673**	**.6012**
Broward	1,167.8	1,280.0	9.6	556.7	12.2	25,909,851	53.2	34,081	46,542	14,151,397	53.3	18,610	25,420	.5673	.6012
FORT MYERS - CAPE CORAL	**279.0**	**326.1**	**16.9**	**141.0**	**19.7**	**5,813,263**	**62.8**	**30,314**	**41,229**	**2,806,010**	**48.1**	**16,088**	**19,901**	**.1213**	**.1327**
Lee	279.0	326.1	16.9	141.0	19.7	5,813,263	62.8	30,314	41,229	2,806,010	48.1	16,088	19,901	.1213	.1327

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
FLORIDA (cont.)															
FORT PIERCE	**207.1**	**242.0**	**16.9**	**99.9**	**19.9**	**3,554,653**	**58.2**	**26,972**	**35,582**	**2,079,687**	**54.1**	**16,205**	**20,818**	**.0822**	**.0897**
Martin	86.2	100.3	16.4	43.3	19.6	1,657,253	57.8	29,003	38,274	784,801	43.3	15,129	18,125	.0358	.0382
St. Lucie	120.9	141.7	17.2	56.6	20.2	1,897,400	58.5	25,411	33,523	1,294,886	61.4	17,032	22,878	.0464	.0515
FORT WALTON BEACH	**142.6**	**165.3**	**15.9**	**61.9**	**19.3**	**2,543,880**	**61.5**	**30,349**	**41,097**	**1,527,365**	**62.2**	**18,139**	**24,675**	**.0573**	**.0640**
Okaloosa	142.6	165.3	15.9	61.9	19.3	2,543,880	61.5	30,349	41,097	1,527,365	62.2	18,139	24,675	.0573	.0640
GAINESVILLE	**199.3**	**217.6**	**9.2**	**84.4**	**12.5**	**3,231,083**	**54.1**	**27,949**	**38,283**	**1,796,260**	**48.1**	**16,176**	**21,283**	**.0762**	**.0799**
Alachua	175.8	192.2	9.3	75.8	12.5	2,960,560	54.5	28,431	39,058	1,648,657	47.7	16,564	21,750	.0692	.0727
Bradford	23.5	25.4	8.1	8.6	13.2	270,523	50.3	23,675	31,456	147,603	52.5	12,734	17,163	.0070	.0072
JACKSONVILLE	**851.7**	**932.9**	**9.5**	**358.3**	**11.7**	**15,067,378**	**52.1**	**30,862**	**42,052**	**7,358,641**	**44.4**	**15,884**	**20,538**	**.3397**	**.3519**
Clay	93.7	110.1	17.5	34.3	15.5	1,549,176	56.4	33,353	45,165	582,673	42.7	13,744	16,988	.0326	.0349
Duval	643.3	688.7	7.1	272.9	9.8	11,507,443	50.2	30,839	42,167	5,967,379	43.8	16,705	21,867	.2657	.2718
Nassau	41.8	48.4	15.8	17.2	18.6	635,915	56.4	28,040	36,972	297,901	58.7	12,944	17,320	.0140	.0154
St. Johns	72.9	85.7	17.6	33.9	20.2	1,374,844	63.1	29,893	40,556	510,688	45.9	12,414	15,065	.0274	.0298
LAKELAND - WINTER HAVEN	**373.9**	**410.4**	**9.8**	**157.2**	**12.7**	**5,611,416**	**49.5**	**26,914**	**35,696**	**2,878,634**	**40.1**	**14,733**	**18,312**	**.1353**	**.1380**
Polk	373.9	410.4	9.8	157.2	12.7	5,611,416	49.5	26,914	35,696	2,878,634	40.1	14,733	18,312	.1353	.1380

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Naples Daily News

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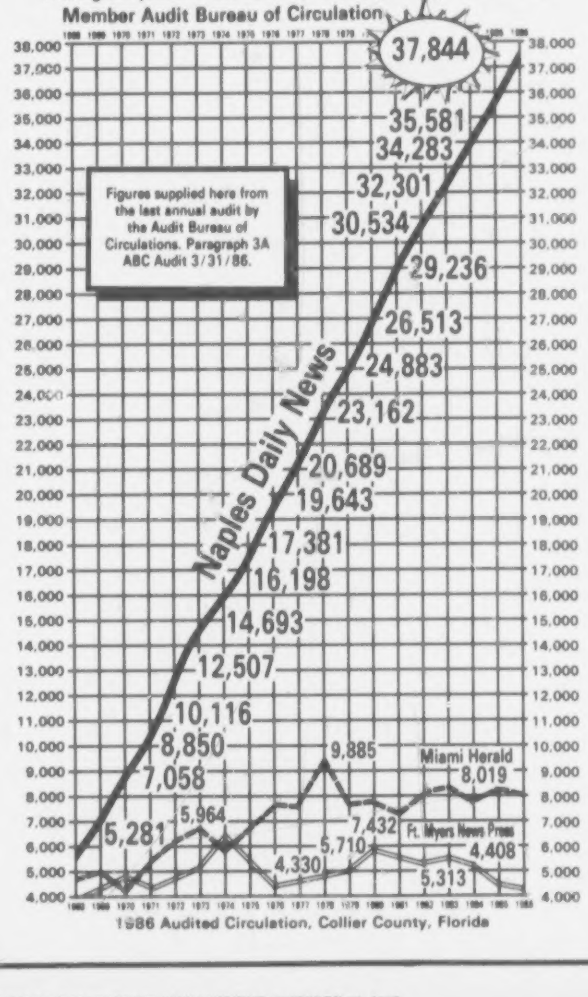

1986 Audited Circulation, Collier County, Florida

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
FLORIDA (cont.)															
MELBOURNE - TITUSVILLE - PALM BAY	**361.7**	**421.3**	**16.5**	**172.9**	**19.3**	**6,577,285**	**57.1**	**28,893**	**38,041**	**3,011,928**	**42.8**	**14,556**	**17,420**	**.1427**	**.1519**
Brevard	361.7	421.3	16.5	172.9	19.3	6,577,285	57.1	28,893	38,041	3,011,928	42.8	14,556	17,420	.1427	.1519
MIAMI - HIALEAH	**1,785.0**	**1,901.7**	**6.5**	**717.0**	**6.7**	**31,168,861**	**44.4**	**32,115**	**43,471**	**19,725,247**	**45.1**	**20,227**	**27,511**	**.7850**	**.7900**
Dade	1,785.0	1,901.7	6.5	717.0	6.7	31,168,861	44.4	32,115	43,471	19,725,247	45.1	20,227	27,511	.7850	.7900
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***2,952.8***	***3,181.7***	***7.8***	***1,273.7***	***9.0***	***57,078,712***	***48.3***	***32,950***	***44,813***	***33,876,644***	***48.4***	***19,540***	***26,597***	***1.3523***	***1.3912***
NAPLES	**123.5**	**145.3**	**17.7**	**62.3**	**20.5**	**2,413,792**	**51.9**	**30,739**	**38,745**	**1,658,296**	**56.0**	**20,558**	**26,618**	**.0585**	**.0628**
Collier	123.5	145.3	17.7	62.3	20.5	2,413,792	51.9	30,739	38,745	1,658,296	56.0	20,558	26,618	.0585	.0628
OCALA	**172.6**	**202.5**	**17.3**	**81.4**	**20.4**	**2,500,517**	**59.3**	**23,222**	**30,719**	**1,763,116**	**55.5**	**16,776**	**21,660**	**.0636**	**.0700**
Marion	172.6	202.5	17.3	81.4	20.4	2,500,517	59.3	23,222	30,719	1,763,116	55.5	16,776	21,660	.0636	.0700
ORLANDO	**899.5**	**1,031.4**	**14.7**	**399.2**	**17.5**	**17,270,299**	**59.8**	**31,813**	**43,262**	**10,406,471**	**57.7**	**19,416**	**26,068**	**.3892**	**.4285**
Orange	570.9	644.0	12.8	252.6	15.9	11,105,071	58.8	32,080	43,963	7,107,436	58.6	20,563	28,137	.2553	.2798
Osceola	84.2	101.4	20.4	40.1	22.3	1,301,766	62.5	24,430	32,463	1,062,420	64.8	19,656	26,494	.0334	.0382
Seminole	244.4	286.0	17.0	106.5	19.7	4,863,462	61.3	33,879	45,666	2,236,615	52.1	16,517	21,001	.1005	.1105
PANAMA CITY	**120.2**	**136.3**	**13.4**	**53.0**	**16.2**	**1,525,844**	**45.4**	**23,013**	**28,790**	**1,094,393**	**39.8**	**17,167**	**20,649**	**.0434**	**.0439**
Bay	120.2	136.3	13.4	53.0	16.2	1,525,844	45.4	23,013	28,790	1,094,393	39.8	17,167	20,649	.0434	.0439
PENSACOLA	**340.3**	**377.1**	**10.8**	**142.7**	**13.8**	**5,942,471**	**56.3**	**30,324**	**41,643**	**2,738,539**	**47.2**	**14,839**	**19,191**	**.1296**	**.1374**
Escambia	273.0	301.0	10.3	114.8	13.2	4,775,636	55.6	30,269	41,600	2,360,406	46.0	15,946	20,561	.1069	.1125
Santa Rosa	67.3	76.1	13.1	27.9	16.3	1,166,835	59.1	30,558	41,822	378,133	55.0	10,165	13,553	.0227	.0249
SARASOTA	**251.2**	**287.6**	**14.5**	**134.6**	**17.3**	**5,461,958**	**58.2**	**30,104**	**40,579**	**3,135,154**	**55.6**	**17,570**	**23,292**	**.1195**	**.1302**
Sarasota	251.2	287.6	14.5	134.6	17.3	5,461,958	58.2	30,104	40,579	3,135,154	55.6	17,570	23,292	.1195	.1302
TALLAHASSEE	**216.6**	**234.7**	**8.4**	**89.8**	**11.6**	**3,627,291**	**52.5**	**29,540**	**40,393**	**1,854,001**	**49.0**	**15,454**	**20,646**	**.0831**	**.0866**
Gadsden	44.3	45.8	3.4	14.8	6.5	394,228	37.9	20,571	26,637	140,943	26.0	8,049	9,523	.0107	.0101
Leon	172.3	188.9	9.6	75.0	12.6	3,233,063	54.5	31,412	43,108	1,713,058	51.3	16,999	22,841	.0724	.0765
TAMPA - ST. PETERSBURG - CLEARWATER	**1,916.2**	**2,133.9**	**11.4**	**919.0**	**13.9**	**36,511,297**	**55.9**	**29,007**	**39,729**	**19,071,600**	**54.6**	**15,285**	**20,753**	**.8009**	**.8607**
Hernando	76.9	92.3	20.0	39.5	23.1	1,216,801	64.3	23,077	30,805	407,584	48.0	8,579	10,319	.0243	.0271
Hillsborough	770.2	860.4	11.7	340.4	14.5	14,372,032	57.1	30,763	42,221	8,332,234	56.7	17,876	24,478	.3248	.3522

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop (Thous.)	12/31/91 Total Pop (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	1991	1986	1991
FLORIDA (Tampa–St. Petersburg–Clearwater, cont.)															
Pasco	244.6	282.7	15.6	123.4	17.5	4,015,356	59.6	23,959	32,539	1,987,366	60.1	11,822	16,105	.0874	.0968
Pinellas	824.5	898.5	9.0	415.7	11.5	16,907,108	53.6	29,539	40,671	8,344,416	51.6	14,772	20,073	.3644	.3846
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**760.7**	**885.3**	**16.4**	**387.7**	**19.4**	**19,623,559**	**65.1**	**36,597**	**50,615**	**9,848,616**	**64.1**	**18,481**	**25,403**	**.3840**	**.4363**
Palm Beach	760.7	885.3	16.4	387.7	19.4	19,623,559	65.1	36,597	50,615	9,848,616	64.1	18,481	25,403	.3840	.4363
TOTAL METRO COUNTIES	**10,674.5**	**11,908.0**	**11.6**	**4,869.5**	**13.9**	**203,950,653**	**54.8**	**30,834**	**41,883**	**111,958,551**	**51.6**	**17,276**	**22,992**	**4.5877**	**4.8836**
TOTAL STATE	**11,740.6**	**13,107.1**	**11.6**	**5,351.8**	**14.1**	**220,121,682**	**54.8**	**30,312**	**41,130**	**119,276,210**	**51.3**	**16,802**	**22,287**	**4.9526**	**5.2687**
GEORGIA															
ALBANY	**118.9**	**121.7**	**2.4**	**41.6**	**4.5**	**1,609,052**	**40.1**	**28,858**	**38,679**	**1,039,646**	**38.4**	**18,871**	**24,991**	**.0443**	**.0428**
Dougherty	103.5	103.8	.3	35.9	2.9	1,318,024	36.0	27,776	36,714	1,025,359	38.3	21,244	28,562	.0398	.0379
Lee	15.4	17.9	16.2	5.7	16.3	291,028	62.5	36,558	51,058	14,287	47.7	1,973	2,506	.0045	.0049
ATHENS	**143.0**	**152.0**	**6.3**	**56.6**	**9.1**	**2,056,219**	**45.4**	**27,241**	**36,329**	**1,222,582**	**44.8**	**16,272**	**21,600**	**.0527**	**.0531**
Clarke	78.4	81.3	3.7	31.1	6.1	1,169,879	42.1	28,096	37,617	976,262	43.6	23,204	31,391	.0340	.0338
Jackson	28.4	30.5	7.4	10.9	10.1	372,386	46.6	25,650	34,164	168,940	48.6	11,486	15,499	.0090	.0091
Madison	20.7	22.6	9.2	8.2	12.3	246,706	46.9	23,002	30,086	24,211	36.3	2,434	2,953	.0049	.0049
Oconee	15.5	17.6	13.5	6.4	18.5	267,248	58.4	31,246	41,758	53,169	60.2	6,146	8,308	.0048	.0053
ATLANTA	**2,543.2**	**2,800.3**	**10.1**	**1,056.0**	**12.5**	**52,717,314**	**53.8**	**36,517**	**49,922**	**28,767,308**	**51.0**	**20,295**	**27,242**	**1.1710**	**1.2377**
Barrow	25.8	29.1	12.8	10.6	16.5	333,225	52.0	24,086	31,436	193,451	51.8	14,008	18,250	.0084	.0089
Butts	15.4	16.3	5.8	5.1	10.9	221,205	50.8	31,885	43,374	44,834	34.7	7,234	8,791	.0044	.0045
Cherokee	71.0	83.3	17.3	28.7	20.1	1,115,843	58.1	29,525	38,880	315,547	56.7	8,424	10,995	.0217	.0238
Clayton	173.7	189.6	9.2	68.0	11.5	3,122,376	48.8	34,389	45,917	2,273,329	50.6	24,745	33,431	.0802	.0832
Cobb	387.7	451.2	16.4	175.3	19.2	10,877,821	67.2	44,226	62,053	4,891,939	64.0	20,277	27,906	.2017	.2306
Coweta	46.2	51.5	11.5	18.5	14.2	746,189	53.5	30,002	40,335	280,194	44.1	12,002	15,146	.0159	.0167
De Kalb	525.6	553.7	5.3	214.0	7.9	10,810,731	45.1	37,556	50,517	7,478,222	46.3	25,772	34,945	.2721	.2748
Douglas	70.5	81.8	16.0	27.1	18.9	1,282,910	60.6	35,033	47,340	527,951	61.5	14,336	19,482	.0259	.0288
Fayette	47.4	56.8	19.8	19.6	22.5	1,202,766	66.9	45,042	61,366	228,957	62.9	8,783	11,681	.0188	.0216
Forsyth	37.2	43.4	16.7	15.6	18.2	671,104	58.9	32,000	43,019	166,557	47.4	8,562	10,677	.0123	.0136
Fulton	621.4	639.2	2.9	260.9	5.4	12,436,783	45.8	34,460	47,669	8,622,544	44.8	24,042	33,049	.3150	.3164
Gwinnett	265.1	317.8	19.9	113.6	22.8	5,871,860	64.1	38,678	51,689	2,150,691	64.6	14,129	18,932	.1084	.1234
Henry	47.7	55.5	16.4	19.1	18.6	773,207	55.0	30,983	40,482	176,145	45.3	7,532	9,222	.0148	.0157
Newton	40.5	44.9	10.9	15.4	14.1	620,913	53.9	29,891	40,319	220,949	50.8	10,852	14,347	.0131	.0137
Paulding	32.1	36.4	13.4	13.0	16.1	460,018	54.0	26,677	35,386	110,570	46.4	6,744	8,505	.0091	.0098
Rockdale	48.0	55.8	16.3	18.9	19.6	923,173	60.7	36,350	48,845	438,231	62.1	17,109	23,187	.0191	.0212
Spalding	52.7	56.0	6.3	19.6	8.3	767,743	47.7	28,725	39,171	485,057	47.8	18,130	24,748	.0197	.0202
Walton	35.2	38.0	8.0	13.0	12.1	479,447	50.4	27,483	36,881	162,140	51.8	9,209	12,472	.0104	.0108
AUGUSTA	**390.8**	**420.1**	**7.5**	**152.0**	**9.9**	**6,316,399**	**51.3**	**30,191**	**41,555**	**3,022,719**	**47.5**	**14,817**	**19,886**	**.1440**	**.1490**
Columbia	56.2	66.1	17.6	23.2	20.2	1,110,783	63.3	35,237	47,879	190,826	46.0	6,772	8,225	.0188	.0207
McDuffie	20.5	21.9	6.8	7.8	6.8	226,771	38.7	22,393	29,073	161,899	42.4	15,572	20,756	.0068	.0066
Richmond	194.8	203.5	4.5	71.4	6.9	2,925,861	44.8	30,244	40,978	1,831,147	45.4	18,848	25,646	.0755	.0759
Aiken, S. C.	*119.3*	*128.6*	*7.8*	*49.6*	*10.5*	*2,052,984*	*56.5*	*29,212*	[illegible] *391*	*838,8*[illegible]*7*	*53.7*	*12,157*	*16,912*	*.0429*	*.0458*
COLUMBUS	**248.1**	**252.8**	**1.9**	**88.9**	**4.2**	**3,339,217**	**40.0**	**27,955**	**37,561**	**1,821,240**	**41.4**	**15,102**	**20,486**	**.0866**	**.0845**
Chattahoochee	20.9	20.5	−1.9	3.1	−3.1	302,058	35.5	69,644	97,438	4,226	22.7	1,077	1,363	.0055	.0051
Muscogee	178.5	183.2	2.6	67.5	5.0	2,504,397	40.4	27,747	37,102	1,604,021	41.5	17,627	23,763	.0676	.0662
Russell, Ala.	*48.7*	*49.1*	*.8*	*18.3*	*2.8*	*532,762*	*41.1*	*21,209*	*29,113*	*212,993*	*40.8*	*8,501*	*11,639*	*.0135*	*.0132*
MACON - WARNER ROBINS	**282.7**	**294.1**	**4.0**	**106.6**	**6.5**	**4,685,689**	**46.0**	**32,064**	**43,956**	**2,495,480**	**44.6**	**17,241**	**23,410**	**.1121**	**.1127**
Bibb	156.5	159.6	2.0	59.2	4.4	2,463,718	42.9	30,406	41,617	1,608,868	42.8	19,873	27,177	.0646	.0639
Houston	85.1	89.9	5.6	31.9	8.5	1,565,843	48.8	35,783	49,086	739,975	48.5	16,944	23,197	.0347	.0357
Jones	20.1	22.5	11.9	7.7	14.9	339,195	55.3	32,608	44,051	21,901	39.1	2,349	2,844	.0056	.0060
Peach	21.0	22.1	5.2	7.8	6.8	316,933	47.3	29,466	40,632	124,736	46.7	11,651	15,992	.0072	.0071
SAVANNAH	**238.5**	**248.6**	**4.2**	**91.9**	**6.5**	**3,870,183**	**45.4**	**30,843**	**42,113**	**2,225,297**	**44.5**	**17,846**	**24,214**	**.0956**	**.0958**
Chatham	216.0	223.2	3.3	83.2	5.9	3,526,131	44.7	31,008	42,381	2,179,502	44.7	19,169	26,196	.0893	.0893
Effingham	22.5	25.4	12.9	8.7	13.0	344,052	53.2	29,164	39,546	45,795	37.1	4,339	5,264	.0063	.0065
TOTAL METRO COUNTIES	**3,906.9**	**4,223.5**	**8.1**	**1,565.8**	**10.6**	**73,396,174**	**51.1**	**34,308**	**46,875**	**40,253,490**	**48.8**	**19,107**	**25,708**	**1.6862**	**1.7515**
TOTAL STATE	**6,124.0**	**6,539.7**	**6.8**	**2,380.5**	**9.1**	**101,188,501**	**48.6**	**31,204**	**42,507**	**53,827,855**	**46.7**	**16,813**	**22,612**	**2.3908**	**2.4484**
HAWAII															
HONOLULU	**830.3**	**869.5**	**4.7**	**276.0**	**6.8**	**16,019,872**	**48.1**	**41,840**	**58,043**	**7,299,129**	**42.9**	**19,759**	**26,446**	**.3535**	**.3571**
Honolulu	830.3	869.5	4.7	276.0	6.8	16,019,872	48.1	41,840	58,043	7,299,129	42.9	19,759	26,446	.3535	.3571
TOTAL METRO COUNTIES	**830.3**	**869.5**	**4.7**	**276.0**	**6.8**	**16,019,872**	**48.1**	**41,840**	**58,043**	**7,299,129**	**42.9**	**19,759**	**26,446**	**.3535**	**.3571**
TOTAL STATE	**1,077.6**	**1,148.7**	**6.6**	**366.1**	**8.4**	**19,926,219**	**48.4**	**39,758**	**54,428**	**9,845,518**	**44.2**	**20,216**	**26,893**	**.4526**	**.4604**
IDAHO															
BOISE	**202.4**	**222.3**	**9.8**	**82.7**	**10.7**	**3,809,774**	**59.7**	**31,943**	**46,067**	**1,429,001**	**39.2**	**13,743**	**17,279**	**.0775**	**.0817**
Ada	202.4	222.3	9.8	82.7	10.7	3,809,774	59.7	31,943	46,067	1,429,001	39.2	13,743	17,279	.0775	.0817
TOTAL METRO COUNTIES	**202.4**	**222.3**	**9.8**	**82.7**	**10.7**	**3,809,774**	**59.7**	**31,943**	**46,067**	**1,429,001**	**39.2**	**13,743**	**17,279**	**.0775**	**.0817**
TOTAL STATE	**1,036.5**	**1,090.5**	**5.2**	**372.8**	**4.8**	**14,948,581**	**49.5**	**28,120**	**40,098**	**6,936,073**	**39.0**	**14,034**	**18,605**	**.3544**	**.3570**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
ILLINOIS															
AURORA - ELGIN	350.6	373.5	6.5	134.4	9.3	7,194,268	49.3	39,187	53,529	2,405,501	37.0	14,280	17,898	.1454	.1467
Kane	310.5	331.9	6.9	119.5	9.5	6,525,099	51.4	39,507	54,603	2,295,075	37.7	15,282	19,206	.1318	.1342
Kendall	40.1	41.6	3.7	14.9	7.2	669,169	31.3	36,675	44,911	110,426	23.9	6,411	7,411	.0136	.0125
BLOOMINGTON - NORMAL	125.4	128.5	2.5	48.2	5.5	2,423,330	46.6	36,179	50,277	1,149,455	45.0	17,342	23,848	.0541	.0544
McLean	125.4	128.5	2.5	48.2	5.5	2,423,330	46.6	36,179	50,277	1,149,455	45.0	17,342	23,848	.0541	.0544
CHAMPAIGN - URBANA - RANTOUL	170.9	170.8	–.1	62.9	2.1	2,721,027	35.6	32,580	43,260	1,434,940	37.6	16,931	22,813	.0688	.0653
Champaign	170.9	170.8	–.1	62.9	2.1	2,721,027	35.6	32.580	43,260	1,434,940	37.6	16,931	22,813	.0688	.0653
CHICAGO	6,166.3	6,187.9	.4	2,313.7	2.5	124,197,556	43.2	38,414	53,679	52,960,956	41.1	16,631	22,890	2.7245	2.6737
Cook	5,262.9	5,216.9	–.9	1,959.7	1.2	99,850,456	40.7	36,659	50,952	42,914,969	39.5	15,893	21,899	2.2482	2.1734
Du Page	738.2	793.7	7.5	291.1	10.1	20,771,926	55.0	50,708	71,357	9,075,873	49.3	23,003	31,178	.4091	.4313
McHenry	165.2	177.3	7.3	62.9	9.8	3,575,174	52.1	41,010	56,839	970,114	39.3	12,153	15,423	.0672	.0690
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	*8,131.7*	*8,204.0*	*.9*	*3,013.7*	*3.0*	*161,044,560*	*43.0*	*38,507*	*53,437*	*68,062,365*	*40.7*	*16,538*	*22,584*	*3.5412*	*3.4727*
DAVENPORT - ROCK ISLAND - MOLINE	386.0	386.3	.1	149.8	2.5	7,219,228	41.9	34,787	48,192	3,038,108	35.0	15,395	20,281	.1628	.1570
Henry	56.0	54.6	–2.5	20.7	.0	998,453	39.2	34,656	48,234	266,205	29.7	9,915	12,860	.0208	.0196
Rock Island	164.0	163.6	–.2	64.2	2.1	3,147,884	40.7	35,559	49,032	1,463,375	39.7	16,655	22,794	.0723	.0700
Scott, Iowa	*166.0*	*168.1*	*1.3*	*64.9*	*3.7*	*3,072,891*	*44.1*	*34,054*	*47,348*	*1,308,528*	*31.1*	*15,942*	*20,162*	*.0697*	*.0674*
DECATUR	128.0	128.2	.2	50.0	2.2	2,455,999	42.6	35,229	49,120	1,133,345	41.1	16,425	22,667	.0557	.0546
Macon	128.0	128.2	.2	50.0	2.2	2,455,999	42.6	35,229	49,120	1,133,345	41.1	16,425	22,667	.0557	.0546
JOLIET	381.1	396.1	3.9	132.4	5.8	6,639,115	39.8	37,924	50,144	2,241,566	39.4	12,841	16,930	.1436	.1396
Grundy	33.2	34.9	5.1	13.1	7.4	702,919	50.2	38,366	53,658	202,235	36.8	12,116	15,438	.0135	.0137
Will	347.9	361.2	3.8	119.3	5.6	5,936,196	38.7	37,876	49,759	2,039,331	39.7	12,920	17,094	.1301	.1259
KANKAKEE	102.9	101.7	–1.2	37.4	1.4	1,472,907	31.5	30,352	39,383	614,555	25.9	13,226	16,432	.0371	.0337
Kankakee	102.9	101.7	–1.2	37.4	1.4	1,472,907	31.5	30,352	39,383	614,555	25.9	13,226	16,432	.0371	.0337
LAKE COUNTY	478.2	501.7	4.9	170.1	7.7	11,672,917	50.1	49,216	68,624	4,601,473	48.6	19,602	27,052	.2327	.2397
Lake	478.2	501.7	4.9	170.1	7.7	11,672,917	50.1	49,216	68,624	4,601,473	48.6	19,602	27,052	.2327	.2397
PEORIA	362.6	363.0	.1	138.4	2.4	7,011,237	40.6	36,886	50,659	2,552,435	32.6	14,239	18,442	.1527	.1460
Peoria	196.4	198.4	1.0	77.1	3.2	4,035,999	44.3	37,441	52,348	1,574,620	35.7	15,537	20,423	.0867	.0846
Tazewell	131.5†	129.4	–1.6	48.8	.6	2,416,407	36.3	36,543	49,517	837,510	28.5	13,439	17,162	.0538	.0501
Woodford	34.7	35.2	1.4	12.5	4.2	558,831	33.8	34,813	44,706	140,305	24.5	9,392	11,224	.0122	.0113
ROCKFORD	284.0	284.3	.1	108.2	2.4	4,969,113	36.9	34,346	45,925	2,342,243	38.4	16,008	21,647	.1187	.1131
Boone	30.2	31.2	3.3	11.3	4.6	449,141	29.8	32,038	39,747	176,309	36.5	11,959	15,603	.0110	.0102
Winnebago	253.8	253.1	–.3	96.9	2.1	4,519,972	37.6	34,608	46,646	2,165,934	38.6	16,469	22,352	.1077	.1029
SPRINGFIELD	195.9	199.9	2.0	82.6	4.6	3,301,498	34.1	31,168	39,970	1,598,890	33.1	15,201	19,357	.0818	.0765
Menard	12.5	13.0	4.0	5.2	10.6	161,619	29.8	26,489	31,081	30,988	24.3	5,304	5,959	.0036	.0033
Sangamon	183.4	186.9	1.9	77.4	4.2	3,139,879	34.3	31,464	40,567	1,567,902	33.3	15,828	20,257	.0782	.0732
TOTAL METRO COUNTIES	9,559.9	9,646.3	.9	3,583.6	3.1	186,416,847	42.4	37,656	52,019	78,904,414	40.1	16,199	22,018	4.1260	4.0334
TOTAL STATE	11,663.2	11,748.6	.7	4,402.4	2.9	216,397,667	40.9	35,906	49,154	91,668,519	38.7	15,449	20,822	4.8778	4.7262
INDIANA															
ANDERSON	132.0	128.7	–2.5	48.7	–.2	2,203,844	44.2	31,312	45,253	1,116,091	40.2	16,311	22,918	.0527	.0514
Madison	132.0	128.7	–2.5	48.7	–.2	2,203,844	44.2	31,312	45,253	1,116,091	40.2	16,311	22,918	.0527	.0514
BLOOMINGTON	101.2	101.9	.7	37.4	3.3	1,581,729	49.6	29,202	42,292	810,136	45.1	15,418	21,661	.0374	.0378
Monroe	101.2	101.9	.7	37.4	3.3	1,581,729	49.6	29,202	42,292	810,136	45.1	15,418	21,661	.0374	.0378
ELKHART - GOSHEN	146.8	152.9	4.2	56.3	6.2	2,521,860	51.9	31,330	44,793	1,578,373	48.4	20,062	28,035	.0615	.0635
Elkhart	146.8	152.9	4.2	56.3	6.2	2,521,860	51.9	31,330	44,793	1,578,373	48.4	20,062	28,035	.0615	.0635
EVANSVILLE	284.6	288.5	1.4	112.0	3.6	5,058,848	48.4	31,544	45,168	2,769,375	44.6	17,717	24,727	.1195	.1204
Posey	27.3	27.7	1.5	9.8	3.2	455,206	49.7	32,011	46,450	122,802	45.2	8,900	12,531	.0091	.0091
Vanderburgh	167.1	165.6	–.9	67.1	1.4	3,150,260	48.6	32,028	46,949	2,013,068	43.4	21,200	30,001	.0779	.0780
Warrick	47.1	50.9	8.1	18.0	11.1	690,351	40.1	30,411	38,353	209,114	46.1	8,836	11,617	.0150	.0149
Henderson, Ky.	*43.1*	*44.3*	*2.8*	*17.1*	*5.6*	*763,031*	*54.8*	*30,427*	*44,622*	*424,391*	*49.4*	*17,533*	*24,818*	*.0175*	*.0184*
FORT WAYNE	357.0	355.2	–.5	130.1	1.1	6,079,742	44.5	32,703	46,731	3,118,685	41.3	17,148	23,971	.1446	.1422
Allen	296.3	294.3	–.7	108.7	1.1	5,205,063	45.3	33,324	47,885	2,747,044	41.7	18,039	25,272	.1239	.1221
De Kalb	33.9	33.8	–.3	11.8	.0	497,495	40.2	30,078	42,161	187,336	38.4	11,474	15,876	.0114	.0110
Whitley	26.8	27.1	1.1	9.6	2.1	377,184	38.9	28,898	39,290	184,305	39.2	14,085	19,198	.0093	.0091
GARY - HAMMOND	634.0	625.1	–1.4	219.0	.5	8,965,407	29.1	31,868	40,938	4,991,043	32.5	17,284	22,790	.2450	.2238
Lake	507.1	494.5	–2.5	174.2	–.5	6,775,300	25.9	30,742	38,894	4,226,468	31.0	18,427	24,262	.1975	.1773
Porter	126.9	130.6	2.9	44.8	4.7	2,190,107	40.3	36,472	48,886	764,575	41.7	12,608	17,066	.0475	.0465
INDIANAPOLIS	1,219.6	1,247.2	2.3	471.1	4.5	23,000,124	49.9	34,011	48,822	12,437,205	46.1	18,881	26,400	.5303	.5408
Boone	38.9	40.4	3.9	14.8	6.5	672,305	45.5	33,231	45,426	282,920	44.9	14,044	19,116	.0150	.0151
Hamilton	97.0	108.2	11.5	37.4	13.7	2,075,902	57.3	40,125	55,505	666,656	56.3	12,967	17,825	.0387	.0420
Hancock	47.1	49.0	4.0	17.0	6.3	813,535	48.2	34,310	47,855	357,305	46.7	15,227	21,018	.0180	.0184
Hendricks	76.1	79.5	4.5	26.5	6.0	1,162,616	38.0	33,697	43,872	371,552	41.5	10,505	14,021	.0257	.0250
Johnson	84.0	88.4	5.2	31.1	8.4	1,560,271	55.4	34,978	50,169	773,103	51.7	17,760	24,859	.0341	.0360
Marion	780.9	784.0	.4	309.7	2.8	15,354,904	50.8	33,791	49,580	9,385,514	45.5	21,404	30,305	.3661	.3724
Morgan	55.8	58.2	4.3	20.4	7.4	818,653	42.7	30,191	40,130	380,258	44.7	13,827	18,640	.0195	.0194
Shelby	39.8	39.5	–.8	14.2	.7	541,938	34.3	28,629	38,165	219,897	34.5	11,598	15,486	.0132	.0125

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
INDIANA (cont.)															
KOKOMO	**103.3**	**102.3**	**–1.0**	**39.0**	**1.6**	**1,969,867**	**47.8**	**34,712**	**50,509**	**1,048,943**	**43.5**	**19,033**	**26,896**	**.0458**	**.0456**
Howard	86.8	86.2	–.7	32.8	1.9	1,710,570	49.7	35,477	52.152	944,642	44.4	20,322	28,800	.0397	.0399
Tipton	16.5	16.1	–2.4	6.2	.0	259,297	36.0	30,742	41,822	104,301	36.3	12,339	16,823	.0061	.0057
LAFAYETTE - WEST LAFAYETTE	**123.0**	**122.9**	**–.1**	**43.9**	**2.3**	**2,073,567**	**48.0**	**32,658**	**47,234**	**1,079,614**	**43.0**	**17,602**	**24,593**	**.0490**	**.0490**
Tippecanoe	123.0	122.9	–.1	43.9	2.3	2,073,567	48.0	32,658	47,234	1,079,614	43.0	17,602	24,593	.0490	.0490
MUNCIE	**123.5**	**120.4**	**–2.5**	**43.9**	**–.5**	**1,942,931**	**44.1**	**30,567**	**44,258**	**1,211,291**	**40.0**	**19,620**	**27,592**	**.0504**	**.0492**
Delaware	123.5	120.4	–2.5	43.9	–.5	1,942,931	44.1	30,567	44,258	1,211,291	40.0	19,620	27,592	.0504	.0492
SOUTH BEND - MISHAWAKA	**241.2**	**238.8**	**–1.0**	**90.4**	**1.2**	**4,018,025**	**44.2**	**31,205**	**44,447**	**2,257,789**	**41.2**	**17,906**	**24,976**	**.0992**	**.0973**
St. Joseph	241.2	238.8	–1.0	90.4	1.2	4,018,025	44.2	31,205	44,447	2,257,789	41.2	17,906	24,976	.0992	.0973
TERRE HAUTE	**133.0**	**130.2**	**–2.1**	**48.7**	**–.8**	**2,033,972**	**43.4**	**28,889**	**41,765**	**1,494,039**	**39.2**	**21,854**	**30,678**	**.0564**	**.0550**
Clay	25.0	24.9	–.4	9.4	.0	375,298	45.6	27,424	39,925	170,694	41.0	12,876	18,159	.0088	.0087
Vigo	108.0	105.3	–2.5	39.3	–1.0	1,658,674	42.9	29,236	42,205	1,323,345	39.0	23,979	33,673	.0476	.0463
TOTAL METRO COUNTIES	**3,778.1**	**3,797.2**	**.5**	**1,404.9**	**2.6**	**63,981,339**	**44.7**	**32,271**	**45,542**	**35,098,683**	**42.2**	**18,026**	**24,983**	**1.5536**	**1.5364**
TOTAL STATE	**5,571.9**	**5,595.6**	**.4**	**2,060.3**	**2.4**	**89,780,218**	**44.0**	**30,985**	**43,576**	**46,904,654**	**41.4**	**16,481**	**22,766**	**2.1778**	**2.1438**
IOWA															
CEDAR RAPIDS	**172.0**	**171.5**	**–.3**	**68.4**	**2.1**	**3,223,259**	**44.0**	**33,399**	**47,124**	**1,417,059**	**35.9**	**15,565**	**20,717**	**.0729**	**.0708**
Linn	172.0	171.5	–.3	68.4	2.1	3,223,259	44.0	33,399	47,124	1,417,059	35.9	15,565	20,717	.0729	.0708
DAVENPORT - ROCK ISLAND - MOLINE	**386.0**	**386.3**	**.1**	**149.8**	**2.5**	**7,219,228**	**41.9**	**34,787**	**48,192**	**3,038,108**	**35.0**	**15,395**	**20,281**	**.1628**	**.1570**
Scott	166.0	168.1	1.3	64.9	3.7	3,072,891	44.1	34,054	47,348	1,308,528	31.1	15,942	20,162	.0697	.0674
Henry, Ill.	*56.0*	*54.6*	*–2.5*	*20.7*	*.0*	*998,453*	*39.2*	*34,656*	*48,234*	*266,205*	*29.7*	*9,915*	*12,860*	*.0208*	*.0196*
Rock Island, Ill.	*164.0*	*163.6*	*–.2*	*64.2*	*2.1*	*3,147,884*	*40.7*	*35,559*	*49,032*	*1,463,375*	*39.7*	*16,655*	*22,794*	*.0723*	*.0700*
DES MOINES	**386.0**	**396.7**	**2.8**	**161.4**	**5.2**	**7,879,469**	**52.9**	**33,588**	**48,820**	**3,698,131**	**42.9**	**16,872**	**22,913**	**.1708**	**.1748**
Dallas	30.9	31.6	2.3	12.5	4.2	438,852	31.4	27,830	35,108	151,792	24.2	10,188	12,143	.0106	.0098
Polk	317.4	325.7	2.6	134.7	5.1	6,773,243	54.5	34,199	50,284	3,416,421	44.2	18,481	25,363	.1479	.1524
Warren	37.7	39.4	4.5	14.2	7.6	667,374	53.7	32,891	46,998	129,918	34.4	7,326	9,149	.0123	.0126
DUBUQUE	**91.6**	**89.3**	**–2.5**	**31.2**	**.0**	**1,245,363**	**31.1**	**30,457**	**39,915**	**663,350**	**27.8**	**16,639**	**21,261**	**.0340**	**.0308**
Dubuque	91.6	89.3	–2.5	31.2	.0	1,245,363	31.1	30,457	39,915	663,350	27.8	16,639	21,261	.0340	.0308
IOWA CITY	**86.9**	**88.2**	**1.5**	**34.7**	**3.9**	**1,769,933**	**58.1**	**33,517**	**51,007**	**604,680**	**38.4**	**13,077**	**17,426**	**.0347**	**.0360**
Johnson	86.9	88.2	1.5	34.7	3.9	1,769,933	58.1	33,517	51,007	604,680	38.4	13,077	17,426	.0347	.0360
SIOUX CITY	**117.7**	**116.6**	**–.9**	**45.3**	**1.1**	**1,753,444**	**38.4**	**28,280**	**38,707**	**949,698**	**31.9**	**16,066**	**20,965**	**.0455**	**.0428**
Woodbury	99.5	97.5	–2.0	38.2	.0	1,505,351	38.8	28,389	39,407	869,979	32.3	17,212	22,774	.0397	.0373
Dakota, Neb.	*18.2*	*19.1*	*4.9*	*7.1*	*7.6*	*248,093*	*36.0*	*27,644*	*34,943*	*79,719*	*28.0*	*9,434*	*11,228*	*.0058*	*.0055*
WATERLOO - CEDAR FALLS	**154.8**	**151.1**	**–2.4**	**56.7**	**–.4**	**2,778,652**	**44.5**	**33,803**	**49,006**	**1,102,729**	**31.8**	**14,703**	**19,448**	**.0621**	**.0596**
Black Hawk	130.1	126.9	–2.5	47.8	–.4	2,374,004	44.6	34,205	49,665	994,056	32.1	15,672	20,796	.0536	.0515
Bremer	24.7	24.2	–2.0	8.9	.0	404,648	43.7	31,635	45,466	108,673	28.9	9,474	12,210	.0085	.0081
TOTAL METRO COUNTIES	**1,244.5**	**1,249.8**	**.4**	**489.3**	**2.8**	**22,944,997**	**47.2**	**32,771**	**46,894**	**10,558,495**	**37.1**	**16,186**	**21,579**	**.5203**	**.5132**
TOTAL STATE	**2,909.5**	**2,889.6**	**–.7**	**1,130.2**	**1.6**	**46,416,401**	**41.8**	**29,410**	**41,069**	**21,650,706**	**35.1**	**14,401**	**19,157**	**1.1137**	**1.0711**
KANSAS															
KANSAS CITY	**1,525.0**	**1,581.3**	**3.7**	**603.2**	**5.1**	**30,237,447**	**44.8**	**36,363**	**50,128**	**15,878,903**	**44.2**	**19,178**	**26,324**	**.6990**	**.6991**
Johnson	317.1	351.3	10.8	135.5	13.5	8,998,951	56.3	48,217	66,413	4,139,985	55.7	22,273	30,553	.1766	.1903
Leavenworth	59.6	62.1	4.2	19.9	5.9	964,181	43.9	35,652	48,451	317,316	44.2	11,701	15,946	.0205	.0205
Miami	23.1	24.1	4.3	8.9	6.0	347,731	35.2	30,621	39,071	129,172	40.1	10,979	14,514	.0081	.0077
Wyandotte	174.1	172.9	–.7	64.9	.0	2,839,580	39.0	31,482	43,753	1,142,089	37.8	12,772	17,598	.0655	.0628
Cass, Mo.	*57.0*	*61.2*	*7.4*	*21.0*	*7.7*	*888,664*	*42.5*	*31,986*	*42,317*	*340,036*	*44.9*	*12,038*	*16,192*	*.0198*	*.0198*
Clay, Mo.	*147.9*	*154.6*	*4.5*	*58.9*	*6.7*	*2,951,765*	*45.9*	*36,653*	*50,115*	*1,906,130*	*45.8*	*23,677*	*32,362*	*.0726*	*.0733*
Jackson, Mo.	*639.1*	*641.2*	*.3*	*252.9*	*1.4*	*11,752,696*	*40.5*	*33,534*	*46,472*	*7,405,402*	*39.5*	*21,282*	*29,282*	*.3008*	*.2915*
Lafayette, Mo.	*31.4*	*32.5*	*3.5*	*12.0*	*4.3*	*444,248*	*38.6*	*27,882*	*37,021*	*160,694*	*40.6*	*9,938*	*13,391*	*.0102*	*.0098*
Platte, Mo.	*52.5*	*56.9*	*8.4*	*20.6*	*9.6*	*774,192*	*29.3*	*31,858*	*37,582*	*242,675*	*39.7*	*9,241*	*11,780*	*.0180*	*.0169*
Ray, Mo.	*23.2*	*24.5*	*5.6*	*8.6*	*6.2*	*275,439*	*28.0*	*26,568*	*32,028*	*95,404*	*36.7*	*8,617*	*11,093*	*.0069*	*.0065*
LAWRENCE	**72.7**	**74.9**	**3.0**	**26.8**	**3.9**	**1,261,791**	**45.2**	**33,682**	**47,082**	**562,770**	**43.5**	**15,197**	**20,999**	**.0285**	**.0285**
Douglas	72.7	74.9	3.0	26.8	3.9	1,261,791	45.2	33,682	47,082	562,770	43.5	15,197	20,999	.0285	.0285
TOPEKA	**160.7**	**162.9**	**1.4**	**65.6**	**4.0**	**3,436,908**	**45.5**	**37,443**	**52,392**	**1,539,459**	**43.7**	**16,975**	**23,467**	**.0747**	**.0743**
Shawnee	160.7	162.9	1.4	65.6	4.0	3,436,908	45.5	37,443	52,392	1,539,459	43.7	16,975	23,467	.0747	.0743
WICHITA	**469.6**	**484.6**	**3.2**	**189.5**	**5.3**	**10,124,180**	**46.6**	**38,359**	**53,426**	**4,058,893**	**38.4**	**16,291**	**21,419**	**.2141**	**.2128**
Butler	48.0	50.0	4.2	18.5	5.7	724,626	32.5	31,262	39,169	272,700	35.8	11,471	14,741	.0173	.0162
Harvey	31.7	32.2	1.6	12.0	4.3	507,679	38.7	31,819	42,307	195,248	33.5	12,718	16,271	.0118	.0113
Sedgwick	389.9	402.4	3.2	159.0	5.3	8,891,875	48.4	39,680	55,924	3,590,945	38.9	17,121	22,585	.1850	.1853
TOTAL METRO COUNTIES	**1,276.9**	**1,332.8**	**4.4**	**511.1**	**6.4**	**27,973,322**	**48.3**	**39,268**	**54,732**	**11,889,684**	**45.1**	**17,061**	**23,263**	**.5880**	**.5969**
TOTAL STATE	**2,483.9**	**2,552.6**	**2.8**	**980.9**	**4.4**	**45,883,502**	**43.3**	**34,057**	**46,777**	**20,972,644**	**41.7**	**15,750**	**21,381**	**1.0420**	**1.0289**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**158.9**	**162.4**	**2.2**	**54.5**	**4.8**	**2,218,518**	**50.8**	**28,298**	**40,707**	**1,131,961**	**46.6**	**14,848**	**20,770**	**.0533**	**.0546**
Christian	67.5	66.3	–1.8	20.6	.5	906,714	48.8	29,718	44,015	420,897	42.3	14,431	20,432	.0217	.0217
Montgomery, Tenn.	*91.4*	*96.1*	*5.1*	*33.9*	*7.6*	*1,311,804*	*52.1*	*27,374*	*38,696*	*711,064*	*49.3*	*15,120*	*20,975*	*.0316*	*.0329*
HUNTINGTON - ASHLAND	**338.1**	**336.0**	**–.6**	**127.4**	**1.8**	**4,432,324**	**40.3**	**25,239**	**34,791**	**2,603,246**	**41.2**	**14,731**	**20,434**	**.1180**	**.1147**
Boyd	54.9	54.0	–1.6	20.6	.5	699,477	29.4	26,375	33,955	461,596	30.6	17,240	22,408	.0206	.0188
Carter	26.4	27.0	2.3	9.4	5.6	275,730	47.2	21,052	29,333	114,368	30.6	9,839	12,167	.0070	.0069

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop (Thous.)	12/31/91 Total Pop (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
KENTUCKY (Huntington–Ashland, cont.)															
Greenup	40.0	40.2	.5	14.0	3.7	418,698	25.1	24,799	29,907	104,701	23.9	6,259	7,479	.0107	.0095
Lawrence, Ohio	*64.3*	*64.2*	*−.2*	*23.9*	*2.1*	*968,160*	*46.8*	*28,176*	*40,509*	*221,171*	*28.0*	*7,384*	*9,254*	*.0198*	*.0194*
Cabell, W. Va.	*105.7*	*103.8*	*−1.8*	*42.3*	*.5*	*1,427,890*	*39.5*	*24,309*	*33,756*	*1,496,172*	*48.6*	*23,912*	*35,370*	*.0463*	*.0460*
Wayne, W. Va.	*46.8*	*46.8*	*.0*	*17.2*	*2.4*	*642,369*	*55.0*	*24,664*	*37,347*	*205,235*	*47.3*	*8,293*	*11,932*	*.0136*	*.0141*
LEXINGTON-FAYETTE	**333.4**	**343.1**	**2.9**	**132.2**	**5.6**	**6,093,877**	**55.9**	**31,229**	**46,096**	**3,241,703**	**46.8**	**17,642**	**24,521**	**.1382**	**.1436**
Bourbon	18.8	18.3	−2.7	7.0	.0	202,187	28.1	22,546	28,884	101,894	32.5	10,990	14,556	.0057	.0053
Clark	29.7	30.4	2.4	11.3	4.6	516,938	56.0	30,691	45,747	203,208	39.9	13,449	17,983	.0111	.0112
Fayette	213.0	218.5	2.6	87.2	5.2	4,128,535	55.6	31,999	47,346	2,528,999	47.0	20,748	29,002	.0968	.1009
Jessamine	29.9	32.6	9.0	11.2	12.0	539,275	69.3	31,847	48,150	196,449	61.0	12,200	17,540	.0104	.0116
Scott	23.2	23.9	3.0	8.5	6.3	343,016	53.0	28,023	40,3[illegible]	84,942	35.4	7,844	9,993	.0070	.0071
Woodford	18.8	19.4	3.2	7.0	7.7	363,926	61.6	34,640	51,989	126,211	54.2	12,588	18,030	.0070	.0075
LOUISVILLE	**970.5**	**970.8**	**.0**	**364.2**	**2.0**	**16,401,903**	**48.6**	**30,919**	**45,035**	**8,338,941**	**42.6**	**16,380**	**22,897**	**.3837**	**.3844**
Bullitt	48.8	52.5	7.6	16.5	10.0	695,965	56.7	29,615	42,180	154,716	53.4	6,723	9,377	.0134	.0145
Jefferson	679.3	668.1	−1.6	259.7	.6	12,017,947	48.3	31,394	46,276	6,559,592	42.8	17,798	25,258	.2850	.2846
Oldham	33.2	36.8	10.8	11.3	14.1	647,284	68.4	38,828	57,282	118,594	45.2	8,253	10,495	.0108	.0121
Shelby	24.9	25.9	4.0	9.1	5.8	356,517	47.3	28,135	39,178	117,774	31.3	10,428	12,942	.0079	.0077
Clark, Ind.	*91.2*	*91.8*	*.7*	*33.8*	*3.0*	*1,262,187*	*39.5*	*27,584*	*37,343*	*879,773*	*40.2*	*19,137*	*26,029*	*.0355*	*.0343*
Floyd, Ind.	*63.2*	*64.2*	*1.6*	*23.1*	*2.2*	*982,868*	*45.5*	*29,900*	*42,548*	*377,955*	*42.0*	*11,777*	*16,362*	*.0219*	*.0219*
Harrison, Ind.	*29.9*	*31.5*	*5.4*	*10.7*	*5.9*	*439,135*	*52.9*	*28,434*	*41,041*	*130,537*	*45.9*	*8,856*	*12,200*	*.0092*	*.0093*
OWENSBORO	**88.0**	**88.6**	**.7**	**33.5**	**3.1**	**1,276,128**	**41.9**	**27,662**	**38,093**	**854,224**	**41.4**	**18,591**	**25,499**	**.0346**	**.0338**
Daviess	88.0	88.6	.7	33.5	3.1	1,276,128	41.9	27,662	38,093	854,224	41.4	18,591	25,499	.0346	.0338
TOTAL METRO COUNTIES	**1,712.1**	**1,721.0**	**.5**	**643.8**	**2.9**	**28,659,032**	**49.5**	**30,637**	**44,515**	**14,858,569**	**44.1**	**16,480**	**23,079**	**.6715**	**.6778**
TOTAL STATE	**3,777.6**	**3,830.6**	**1.4**	**1,401.4**	**3.5**	**54,885,316**	**49.1**	**27,189**	**39,165**	**26,719,882**	**42.2**	**13,887**	**19,067**	**1.3097**	**1.3149**
LOUISIANA															
ALEXANDRIA	**143.2**	**147.8**	**3.2**	**53.0**	**6.0**	**1,934,869**	**48.6**	**26,044**	**36,507**	**943,962**	**32.3**	**14,273**	**17,811**	**.0481**	**.0473**
Rapides	143.2	147.8	3.2	53.0	6.0	1,934,869	48.6	26,044	36,507	943,962	32.3	14,273	17,811	.0481	.0473
BATON ROUGE	**557.1**	**597.7**	**7.3**	**211.3**	**9.8**	**9,207,944**	**54.2**	**31,027**	**43,573**	**4,628,406**	**42.8**	**16,844**	**21,904**	**.2118**	**.2193**
Ascension	60.5	67.8	12.1	22.4	14.9	876,815	55.8	28,917	39,233	335,473	39.4	12,341	14,976	.0193	.0204
East Baton Rouge	401.4	421.7	5.1	153.1	7.7	6,781,462	51.3	31,528	44,294	3,948,960	42.8	19,448	25,793	.1644	.1675
Livingston	73.9	85.5	15.7	28.7	19.1	1,225,379	71.1	29,709	42,696	261,080	49.2	7,260	9,097	.0217	.0247
West Baton Rouge	21.3	22.7	6.6	7.1	7.6	322,288	56.0	31,301	45,393	82,893	39.0	9,036	11,675	.0064	.0067
HOUMA - THIBODAUX	**190.8**	**198.0**	**3.8**	**66.4**	**6.4**	**2,985,893**	**51.4**	**31,606**	**44,968**	**1,430,823**	**32.9**	**17,250**	**21,549**	**.0706**	**.0704**
Lafourche	88.9	92.6	4.2	31.0	6.9	1,348,165	51.6	30,655	43,489	507,973	33.0	13,173	16,386	.0299	.0301
Terrebonne	101.9	105.4	3.4	35.4	6.0	1,637,728	51.2	32,431	46,264	922,850	32.9	20,789	26,069	.0407	.0403
LAFAYETTE	**218.7**	**237.4**	**8.6**	**85.1**	**11.4**	**3,780,347**	**56.3**	**31,663**	**44,422**	**2,247,295**	**39.6**	**21,072**	**26,408**	**.0914**	**.0943**
Lafayette	172.2	186.6	8.4	68.6	11.2	3,151,731	55.4	32,865	45,944	2,085,412	39.5	24,222	30,400	.0786	.0807
St. Martin	46.5	50.8	9.2	16.5	12.2	628,616	60.7	26,619	38,098	161,883	40.3	7,848	9,811	.0128	.0136
LAKE CHARLES	**176.8**	**180.3**	**2.0**	**64.5**	**4.0**	**2,630,008**	**42.3**	**29,815**	**40,775**	**1,374,745**	**31.0**	**16,930**	**21,314**	**.0668**	**.0639**
Calcasieu	176.8	180.3	2.0	64.5	4.0	2,630,008	42.3	29,815	40,775	1,374,745	31.0	16,930	21,314	.0668	.0639
MONROE	**145.8**	**149.0**	**2.2**	**53.8**	**4.7**	**1,940,971**	**45.2**	**26,005**	**36,078**	**1,104,697**	**35.2**	**15,897**	**20,533**	**.0510**	**.0498**
Ouachita	145.8	149.0	2.2	53.8	4.7	1,940,971	45.2	26,005	36,078	1,104,697	35.2	15,897	20,533	.0510	.0498
NEW ORLEANS	**1,347.5**	**1,402.8**	**4.1**	**525.1**	**6.3**	**21,780,801**	**50.6**	**29,286**	**41,479**	**11,929,106**	**43.7**	**16,814**	**22,718**	**.5222**	**.5317**
Jefferson	478.1	489.5	2.4	182.4	4.8	8,464,254	48.6	32,708	46,405	5,354,254	43.1	21,493	29,354	.2107	.2125
Orleans	565.0	569.2	.7	224.2	3.1	8,010,931	45.8	25,276	35,731	4,850,432	43.3	15,570	21,634	.2075	.2063
St. Bernard	69.4	72.7	4.8	25.4	7.6	987,116	45.5	28,751	38,863	463,446	44.1	13,624	18,246	.0237	.0237
St. Charles	43.4	47.6	9.7	16.0	11.9	635,456	45.8	30,476	39,716	122,330	32.8	6,440	7,646	.0127	.0128
St. John the Baptist	42.0	48.9	16.4	15.4	18.5	725,249	69.4	32,938	47,094	214,738	48.0	11,161	13,944	.0137	.0154
St. Tammany	149.6	174.9	16.9	61.7	20.0	2,957,795	71.0	33,650	47,938	923,906	49.7	12,010	14,974	.0539	.0610
SHREVEPORT	**368.9**	**392.5**	**6.4**	**148.2**	**9.1**	**6,089,810**	**53.3**	**29,236**	**41,092**	**2,953,361**	**37.9**	**15,760**	**19,928**	**.1404**	**.1432**
Bossier	91.6	98.5	7.5	35.4	10.6	1,207,340	43.3	26,336	34,106	673,248	40.4	14,987	19,018	.0313	.0311
Caddo	277.3	294.0	6.0	112.8	8.6	4,882,470	56.0	30,129	43,284	2,280,113	37.2	15,998	20,214	.1091	.1121
TOTAL METRO COUNTIES	**3,148.8**	**3,305.5**	**5.0**	**1,207.4**	**7.4**	**50,350,643**	**51.3**	**29,603**	**41,702**	**26,612,395**	**40.4**	**16,857**	**22,041**	**1.2023**	**1.2199**
TOTAL STATE	**4,547.0**	**4,745.0**	**4.4**	**1,701.1**	**6.7**	**67,073,476**	**50.0**	**28,041**	**39,429**	**33,902,482**	**38.8**	**15,321**	**19,930**	**1.6200**	**1.6298**
MAINE															
BANGOR	**138.4**	**138.7**	**.2**	**49.8**	**2.7**	**2,009,931**	**42.1**	**29,169**	**40,360**	**1,403,501**	**41.2**	**20,499**	**28,183**	**.0553**	**.0541**
Penobscot	138.4	138.7	.2	49.8	2.7	2,009,931	42.1	29,169	40,360	1,403,501	41.2	20,499	28,183	.0553	.0541
LEWISTON - AUBURN	**100.9**	**100.9**	**.0**	**38.3**	**2.4**	**1,473,370**	**41.6**	**27,818**	**38,469**	**914,217**	**40.8**	**17,367**	**23,870**	**.0389**	**.0380**
Androscoggin	100.9	100.9	.0	38.3	2.4	1,473,370	41.6	27,818	38,469	914,217	40.8	17,367	23,870	.0389	.0380
PORTLAND	**228.6**	**236.8**	**3.6**	**93.3**	**6.3**	**4,340,164**	**49.1**	**33,147**	**46,511**	**3,642,542**	**47.1**	**28,199**	**39,041**	**.1180**	**.1205**
Cumberland	228.6	236.8	3.6	93.3	6.3	4,340,164	49.1	33,147	46,511	3,642,542	47.1	28,199	39,041	.1180	.1205
TOTAL METRO COUNTIES	**467.9**	**476.4**	**1.8**	**181.4**	**4.4**	**7,823,465**	**45.8**	**30,889**	**43,121**	**5,960,260**	**44.7**	**23,717**	**32,857**	**.2122**	**.2126**
TOTAL STATE	**1,182.4**	**1,219.0**	**3.1**	**462.3**	**5.8**	**18,591,734**	**47.0**	**28,955**	**40,216**	**11,712,973**	**45.5**	**18,425**	**25,336**	**.4730**	**.4772**
MARYLAND															
BALTIMORE	**2,306.1**	**2,374.7**	**3.0**	**880.6**	**5.3**	**40,508,110**	**40.1**	**34,570**	**46,001**	**20,041,478**	**40.5**	**17,050**	**22,759**	**.9644**	**.9397**
Anne Arundel	418.4	446.6	6.7	154.9	9.6	8,125,036	44.8	39,705	52,453	3,688,104	45.5	17,937	23,810	.1800	.1814
Baltimore	670.1	676.8	1.0	264.9	3.4	13,094,154	35.9	37,605	49,431	7,882,976	38.6	22,193	29,758	.3323	.3165
Baltimore city	759.5	740.7	−2.5	281.6	−.2	9,889,353	32.2	26,494	35,118	5,070,591	34.3	13,375	18,006	.2646	.2445

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/86 Total Pop. (Thous.)	POPULATION 12/31/91 Total Pop. (Thous.)	POPULATION % Change 1986–1991	POPULATION 12/31/91 Total Households (Thous.)	POPULATION % Change 1986–1991	EFFECTIVE BUYING INCOME 1991 Total EBI ($000)	EFFECTIVE BUYING INCOME % Change 1986–1991	EFFECTIVE BUYING INCOME Average Household EBI 1986	EFFECTIVE BUYING INCOME Average Household EBI 1991	RETAIL SALES 1991 Total Retail Sales ($000)	RETAIL SALES % Change 1986–1991	RETAIL SALES Retail Sales Per Household 1986	RETAIL SALES Retail Sales Per Household 1991	BUYING POWER INDEX 1986	BUYING POWER INDEX 1991
MARYLAND (Baltimore, cont.)															
Carroll	115.5	129.9	12.5	44.3	15.4	2,053,484	51.0	35,426	46,354	713,785	43.2	12,983	16,113	.0425	.0441
Harford	160.3	170.3	6.2	58.3	8.8	2,868,945	43.7	37,248	49,210	1,323,342	46.2	16,887	22,699	.0650	.0655
Howard	151.9	176.4	16.1	64.5	19.2	4,013,768	59.1	46,646	62,229	1,200,693	59.6	13,904	18,615	.0701	.0772
Queen Anne's	30.4	34.0	11.8	12.1	14.2	463,370	47.9	29,557	38,295	161,987	47.3	10,372	13,387	.0099	.0105
CUMBERLAND	**104.5**	**102.8**	**–1.6**	**39.4**	**.3**	**1,370,982**	**34.7**	**25,906**	**34,796**	**733,897**	**34.5**	**13,882**	**18,627**	**.0368**	**.0343**
Allegany	76.8	74.9	–2.5	28.9	–.7	1,036,527	31.9	26,996	35,866	644,723	33.9	16,552	22,309	.0293	.0270
Mineral, W. Va.	*27.7*	*27.9*	*.7*	*10.5*	*2.9*	*334,455*	*43.8*	*22,796*	*31,853*	*89,174*	*39.5*	*6,265*	*8,493*	*.0075*	*.0073*
HAGERSTOWN	**114.6**	**113.7**	**–.8**	**41.7**	**1.5**	**1,601,611**	**32.8**	**29,353**	**38,408**	**909,521**	**31.5**	**16,833**	**21,811**	**.0437**	**.0405**
Washington	114.6	113.7	–.8	41.7	1.5	1,601,611	32.8	29,353	38,408	909,521	31.5	16,833	21,811	.0437	.0405
TOTAL METRO COUNTIES	**4,164.5**	**4,326.7**	**3.9**	**1,596.3**	**6.2**	**82,934,117**	**42.5**	**38,736**	**51,954**	**40,276,771**	**42.5**	**18,808**	**25,231**	**1.8927**	**1.8707**
TOTAL STATE	**4,486.3**	**4,665.1**	**4.0**	**1,721.7**	**6.3**	**87,758,607**	**42.4**	**38,044**	**50,972**	**43,072,522**	**42.6**	**18,649**	**25,017**	**2.0160**	**1.9927**
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,724.2**	**3,752.9**	**.8**	**1,432.7**	**3.1**	**80,696,405**	**39.9**	**41,506**	**56,325**	**42,842,006**	**40.4**	**21,962**	**29,903**	**1.8931**	**1.8363**
Essex	652.2	663.5	1.7	257.2	4.1	13,708,526	40.8	39,407	53,299	8,100,185	41.5	23,165	31,494	.3331	.3257
Middlesex	1,371.7	1,369.3	–.2	513.2	2.1	31,781,440	39.3	45,415	61,928	15,135,230	39.4	21,606	29,492	.7160	.6900
Norfolk	607.9	606.4	–.2	225.8	2.0	14,107,280	37.8	46,262	62,477	7,899,251	38.6	25,750	34,983	.3375	.3229
Plymouth	431.6	447.6	3.7	157.6	6.3	8,125,374	42.2	38,528	51,557	4,202,559	43.7	19,716	26,666	.1907	.1888
Suffolk	660.8	666.1	.8	278.9	3.2	12,973,785	41.7	33,896	46,518	7,504,781	41.3	19,651	26,909	.3158	.3089
NEW BEDFORD - FALL RIVER - ATTLEBORO	**493.3**	**505.1**	**2.4**	**188.9**	**4.8**	**7,911,252**	**38.9**	**31,614**	**41,881**	**5,320,760**	**41.1**	**20,928**	**28,167**	**.2128**	**.2067**
Bristol	493.3	505.1	2.4	188.9	4.8	7,911,252	38.9	31,614	41,881	5,320,760	41.1	20,928	28,167	.2128	.2067
PITTSFIELD	**142.8**	**140.5**	**–1.6**	**55.3**	**.7**	**2,463,229**	**33.7**	**33,565**	**44,543**	**1,559,210**	**35.7**	**20,931**	**28,195**	**.0660**	**.0617**
Berkshire	142.8	140.5	–1.6	55.3	.7	2,463,229	33.7	33,565	44,543	1,559,210	35.7	20,931	28,195	.0660	.0617
SPRINGFIELD	**589.8**	**592.4**	**.4**	**222.0**	**2.8**	**9,720,746**	**35.5**	**33,206**	**43,787**	**5,802,409**	**37.7**	**19,506**	**26,137**	**.2544**	**.2413**
Hampden	444.9	444.1	–.2	170.7	2.1	7,353,091	34.6	32,666	43,076	4,884,210	37.1	21,306	28,613	.2006	.1893
Hampshire	144.9	148.3	2.3	51.3	5.1	2,367,655	38.4	35,054	46,153	918,199	41.1	13,338	17,899	.0538	.0520
WORCESTER - FITCHBURG - LEOMINSTER	**664.8**	**675.2**	**1.6**	**252.6**	**4.0**	**12,224,004**	**39.2**	**36,160**	**48,393**	**5,920,364**	**40.7**	**17,328**	**23,438**	**.2875**	**.2784**
Worcester	664.8	675.2	1.6	252.6	4.0	12,224,004	39.2	36,160	48,393	5,920,364	40.7	17,328	23,438	.2875	.2784
TOTAL METRO COUNTIES	**5,614.9**	**5,666.1**	**.9**	**2,151.5**	**3.3**	**113,015,636**	**39.3**	**38,957**	**52,529**	**61,444,749**	**40.1**	**21,050**	**28,559**	**2.7138**	**2.6244**
TOTAL STATE	**5,876.0**	**5,952.8**	**1.3**	**2,272.3**	**3.7**	**118,429,196**	**39.7**	**38,691**	**52,119**	**65,288,228**	**40.9**	**21,153**	**28,732**	**2.8460**	**2.7640**
MICHIGAN															
ANN ARBOR	**270.2**	**271.1**	**.3**	**101.1**	**2.5**	**5,193,963**	**42.6**	**36,928**	**51,375**	**2,656,529**	**41.3**	**19,061**	**26,276**	**.1216**	**.1191**
Washtenaw	270.2	271.1	.3	101.1	2.5	5,193,963	42.6	36,928	51,375	2,656,529	41.3	19,061	26,276	.1216	.1191
BATTLE CREEK	**137.4**	**134.0**	**–2.5**	**51.7**	**.0**	**2,438,881**	**45.1**	**32,514**	**47,174**	**1,091,454**	**40.8**	**14,996**	**21,111**	**.0552**	**.0541**
Calhoun	137.4	134.0	–2.5	51.7	.0	2,438,881	45.1	32,514	47,174	1,091,454	40.8	14,996	21,111	.0552	.0541
BENTON HARBOR	**165.7**	**161.6**	**–2.5**	**61.1**	**–.2**	**2,738,716**	**44.6**	**30,938**	**44,824**	**1,171,074**	**39.7**	**13,697**	**19,167**	**.0625**	**.0610**
Berrien	165.7	161.6	–2.5	61.1	–.2	2,738,716	44.6	30,938	44,824	1,171,074	39.7	13,697	19,167	.0625	.0610

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
MICHIGAN (cont.)															
DETROIT	4,358.7	4,412.7	1.2	1,648.0	3.6	79,935,676	40.9	35,671	48,505	39,835,769	40.4	17,831	24,172	1.8864	1.8365
Lapeer	74.2	76.6	3.2	24.8	6.0	1,147,858	43.3	34,222	46,285	316,981	35.3	10,010	12,781	.0243	.0237
Livingston	110.8	117.7	6.2	38.7	8.7	2,172,096	52.9	39,898	56,127	540,732	43.0	10,620	13,972	.0406	.0421
Macomb	701.5	700.5	–.1	252.7	2.2	10,345,024	24.2	33,684	40,938	6,889,400	32.1	21,098	27,263	.3033	.2726
Monroe	135.2	134.3	–.7	46.1	1.3	3,007,249	53.6	43,035	65,233	803,877	45.9	12,112	17,438	.0552	.0567
Oakland	1,020.4	1,020.2	.0	388.2	2.3	26,214,514	48.9	46,404	67,528	13,412,487	44.2	24,505	34,550	.5682	.5736
St. Clair	142.0	143.4	1.0	51.5	3.0	2,491,952	49.3	33,373	48,387	926,811	45.0	12,788	17,996	.0527	.0532
Wayne	2,174.6	2,220.0	2.1	846.0	4.5	34,556,983	38.5	30,829	40,847	16,945,481	40.7	14,881	20,030	.8421	.8146
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,628.9*	*4,683.8*	*1.2*	*1,749.1*	*3.5*	*85,129,639*	*41.0*	*35,744*	*48,671*	*42,492,298*	*40.5*	*17,903*	*24,294*	*2.0080*	*1.9556*
FLINT	441.0	430.1	–2.5	159.2	–.3	6,084,411	23.7	30,820	38,219	3,874,162	30.1	18,657	24,335	.1792	.1591
Genesee	441.0	430.1	–2.5	159.2	–.3	6,084,411	23.7	30,820	38,219	3,874,162	30.1	18,657	24,335	.1792	.1591
GRAND RAPIDS	643.5	668.5	3.9	246.3	6.3	12,598,634	54.6	35,153	51,152	6,322,398	49.2	18,283	25,670	.2756	.2881
Kent	471.2	486.9	3.3	184.2	5.7	9,044,309	52.8	33,975	49,100	5,075,691	48.6	19,612	27,555	.2073	.2150
Ottawa	172.3	181.6	5.4	62.1	7.8	3,554,325	59.4	38,716	57,236	1,246,707	51.7	14,264	20,076	.0683	.0731
JACKSON	147.5	143.9	–2.4	51.2	–.2	2,578,391	45.7	34,506	50,359	1,075,258	40.9	14,873	21,001	.0572	.0565
Jackson	147.5	143.9	–2.4	51.2	–.2	2,578,391	45.7	34,506	50,359	1,075,258	40.9	14,873	21,001	.0572	.0565
KALAMAZOO	217.8	220.2	1.1	83.6	3.5	4,356,268	50.8	35,744	52,108	2,266,397	46.0	19,210	27,110	.0979	.0999
Kalamazoo	217.8	220.2	1.1	83.6	3.5	4,356,268	50.8	35,744	52,108	2,266,397	46.0	19,210	27,110	.0979	.0999
LANSING - EAST LANSING	429.6	432.2	.6	156.7	3.0	7,771,400	45.7	35,080	49,594	3,969,472	42.5	18,316	25,332	.1814	.1802
Clinton	56.9	56.8	–.2	19.2	2.7	909,833	40.7	34,577	47,387	299,655	40.5	11,406	15,607	.0198	.0193
Eaton	94.9	99.3	4.6	36.5	7.4	1,596,737	40.3	33,484	43,746	832,966	39.9	17,508	22,821	.0389	.0381
Ingham	277.8	276.1	–.6	101.0	1.6	5,264,830	48.3	35,720	52,127	2,836,851	43.5	19,893	28,088	.1227	.1228
MUSKEGON	157.2	155.2	–1.3	57.1	.9	2,491,952	46.3	30,097	43,642	1,091,396	42.0	13,581	19,114	.0572	.0565
Muskegon	157.2	155.2	–1.3	57.1	.9	2,491,952	46.3	30,097	43,642	1,091,396	42.0	13,581	19,114	.0572	.0565
SAGINAW - BAY CITY - MIDLAND	409.4	401.3	–2.0	144.8	.3	6,304,798	35.1	32,341	43,541	3,744,803	35.1	19,214	25,862	.1681	.1576
Bay	114.6	111.8	–2.4	41.2	–.2	1,567,023	29.3	29,343	38,035	822,984	32.9	14,998	19,975	.0423	.0385
Midland	75.1	75.2	.1	27.0	2.3	1,670,464	51.9	41,660	61,869	565,765	45.7	14,709	20,954	.0324	.0333
Saginaw	219.7	214.3	–2.5	76.6	.0	3,067,311	30.2	30,745	40,043	2,356,054	33.5	23,040	20,758	.0934	.0858
TOTAL METRO COUNTIES	7,378.0	7,430.8	.7	2,760.8	3.1	132,493,090	41.9	34,863	47,991	67,098,712	40.6	17,813	24,304	3.1423	3.0686
TOTAL STATE	9,222.9	9,307.7	.9	3,446.8	3.2	158,893,681	42.3	33,447	46,099	78,110,105	40.3	16,680	22,662	3.7626	3.6776
MINNESOTA															
DULUTH	253.9	247.7	–2.4	95.7	–.5	3,953,555	38.1	29,753	41,312	2,053,890	35.5	15,757	21,462	.0998	.0945
St. Louis	211.5	206.3	–2.5	79.3	–.6	3,288,011	37.4	29,994	41,463	1,785,351	36.6	16,383	22,514	.0842	.0797
Douglas, Wisc.	*42.4*	*41.4*	*–2.4*	*16.4*	*.0*	*665,544*	*42.0*	*28,576*	*40,582*	*268,539*	*28.8*	*12,709*	*16,374*	*.0156*	*.0148*
FARGO - MOORHEAD	150.0	157.6	5.1	59.1	7.3	2,663,403	45.2	33,299	45,066	1,444,306	37.5	19,060	24,438	.0644	.0636
Clay	49.3	48.6	–1.4	17.2	.6	674,025	33.4	29,556	39,188	355,328	35.4	15,343	20,659	.0179	.0166
Cass, N. D.	*100.7*	*109.0*	*8.2*	*41.9*	*10.3*	*1,989,378*	*49.6*	*34,983*	*47,479*	*1,088,978*	*38.2*	*20,733*	*25,990*	*.0465*	*.0470*
MINNEAPOLIS - ST. PAUL	2,323.3	2,445.9	5.3	942.0	7.5	51,593,067	51.8	38,799	54,770	24,939,224	48.1	19,223	26,475	1.1032	1.1425
Anoka	222.3	239.5	7.7	80.0	10.3	4,343,087	53.8	38,952	54,289	1,642,591	52.3	14,881	20,532	.0874	.0923
Carver	41.8	45.3	8.4	15.7	11.3	874,970	57.7	39,362	55,731	208,549	54.8	9,552	13,283	.0155	.0166
Chisago	30.2	33.2	9.9	11.0	10.0	442,636	46.9	30,131	40,240	173,300	45.7	11,894	15,755	.0100	.0102
Dakota	231.2	257.5	11.4	91.5	13.9	5,367,332	60.4	41,679	58,659	2,103,765	54.8	16,927	22,992	.1028	.1122
Hennepin	999.8	1,038.4	3.9	434.1	6.4	23,980,285	50.3	39,085	55,241	12,842,256	47.8	21,292	29,584	.5263	.5411
Isanti	26.8	29.0	8.2	9.9	10.0	393,601	49.0	29,358	39,758	94,975	35.0	7,819	9,593	.0082	.0081
Ramsey	474.9	482.2	1.5	192.8	4.0	10,081,322	47.1	36,979	52,289	5,956,265	44.6	22,230	30,893	.2377	.2390
Scott	52.4	58.4	11.5	19.3	14.9	932,216	53.5	36,160	48,301	357,095	55.2	13,692	18,502	.0192	.0204
Washington	129.0	139.5	8.1	46.5	10.7	3,339,293	62.4	48,954	71,813	885,735	56.7	13,455	19,048	.0566	.0621
Wright	67.5	73.0	8.1	23.6	9.3	984,505	46.7	31,061	41,716	384,339	39.9	12,720	16,286	.0223	.0226
St. Croix, Wisc.	*47.4*	*49.9*	*5.3*	*17.6*	*8.6*	*853,820*	*53.7*	*34,299*	*48,513*	*290,354*	*47.4*	*12,157*	*16,497*	*.0172*	*.0179*
ROCHESTER	97.9	101.4	3.6	38.4	5.8	1,997,285	48.8	36,988	52,013	1,213,964	46.6	22,811	31,614	.0474	.0484
Olmsted	97.9	101.4	3.6	38.4	5.8	1,997,285	48.8	36,988	52,013	1,213,964	46.6	22,811	31,614	.0474	.0484
ST. CLOUD	179.1	188.4	5.2	60.9	7.4	2,568,902	48.3	30,546	42,182	2,092,626	44.9	25,465	34,362	.0733	.0742
Benton	27.7	29.0	4.7	10.2	7.4	415,756	50.3	29,109	40,760	123,823	37.3	9,492	12,140	.0088	.0088
Sherburne	36.2	40.5	11.9	12.7	13.4	591,292	57.5	33,526	46,558	183,626	56.2	10,498	14,459	.0117	.0126
Stearns	115.2	118.9	3.2	38.0	5.6	1,561,854	44.6	29,999	41,101	1,785,177	44.4	34,337	46,978	.0528	.0528
TOTAL METRO COUNTIES	2,813.7	2,940.7	4.5	1,120.2	6.7	59,267,470	50.4	37,540	52,908	30,096,139	46.9	19,514	26,867	1.3088	1.3435
TOTAL STATE	4,292.7	4,428.1	3.2	1,670.5	5.3	77,505,772	46.2	33,417	46,397	40,393,453	44.0	17,683	24,180	1.8116	1.8176
MISSISSIPPI															
BILOXI - GULFPORT	202.3	216.6	7.1	79.4	9.7	3,080,668	57.1	27,092	38,799	1,718,956	51.2	15,704	21,649	.0727	.0772
Hancock	31.2	36.1	15.7	13.1	18.0	423,024	59.3	23,918	32,292	175,934	48.0	10,712	13,430	.0095	.0103
Harrison	171.1	180.5	5.5	66.3	8.2	2,657,644	56.7	27,667	40,085	1,543,022	51.6	16,608	23,273	.0632	.0669
JACKSON	403.9	430.8	6.7	156.1	9.2	6,720,731	58.0	29,741	43,054	3,358,316	48.6	15,805	21,514	.1507	.1593
Hinds	268.9	278.2	3.5	103.7	6.0	4,461,193	53.4	29,731	43,020	2,826,594	49.1	19,388	27,257	.1094	.1136
Madison	52.3	60.4	15.5	20.3	18.7	752,573	72.2	25,554	37,073	204,118	49.5	7,982	10,055	.0145	.0164
Rankin	82.7	92.2	11.5	32.1	14.2	1,506,965	65.9	32,325	46,946	327,604	44.0	8,097	10,206	.0268	.0293
PASCAGOULA	128.1	133.2	4.0	46.7	6.9	2,137,981	56.4	31,278	45,781	937,639	51.1	14,198	20,078	.0461	.0485
Jackson	128.1	133.2	4.0	46.7	6.9	2,137,981	56.4	31,278	45,781	937,639	51.1	14,198	20,078	.0461	.0485
TOTAL METRO COUNTIES	797.9	851.3	6.7	306.1	9.3	12,959,142	58.0	29,290	42,336	6,310,812	50.0	15,026	20,617	.2890	.3065
TOTAL STATE	2,668.4	2,747.6	3.0	977.0	5.3	33,684,855	50.3	24,166	34,478	17,595,890	43.9	13,179	18,010	.8438	.8554

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
MISSOURI															
COLUMBIA	109.1	115.9	6.2	42.2	7.4	2,066,799	50.4	34,971	48,976	827,072	45.2	14,492	19,599	.0435	.0447
Boone	109.1	115.9	6.2	42.2	7.4	2,066,799	50.4	34,971	48,976	827,072	45.2	14,492	19,599	.0435	.0447
JOPLIN	134.7	139.1	3.3	52.1	2.8	1,881,352	41.4	26,239	36,110	1,178,523	40.4	16,555	22,620	.0503	.0495
Jasper	90.6	92.5	2.1	35.0	1.2	1,273,589	39.4	26,413	36,388	881,824	38.8	18,365	25,195	.0356	.0345
Newton	44.1	46.6	5.7	17.1	6.2	607,763	46.0	25,863	35,542	296,699	45.5	12,663	17,351	.0147	.0150
KANSAS CITY	1,525.0	1,581.3	3.7	603.2	5.1	30,237,447	44.8	36,363	50,128	15,878,903	44.2	19,178	26,324	.6990	.6991
Cass	57.0	61.2	7.4	21.0	7.7	888,664	42.5	31,986	42,317	340,036	44.9	12,038	16,192	.0198	.0198
Clay	147.9	154.6	4.5	58.9	6.7	2,951,765	45.9	36,653	50,115	1,906,130	45.8	23,677	32,362	.0726	.0733
Jackson	639.1	641.2	.3	252.9	1.4	11,752,696	40.5	33,534	46,472	7,405,402	39.5	21,282	29,282	.3008	.2915
Lafayette	31.4	32.5	3.5	12.0	4.3	444,248	38.6	27,882	37,021	160,694	40.6	9,938	13,391	.0102	.0098
Platte	52.5	56.9	8.4	20.6	9.6	774,192	29.3	31,858	37,582	242,675	39.7	9,241	11,780	.0180	.0169
Ray	23.2	24.5	5.6	8.6	6.2	275,439	28.0	26,568	32,028	95,404	36.7	8,617	11,093	.0069	.0065
Johnson, Kans.	*317.1*	*351.3*	*10.8*	*135.5*	*13.5*	*8,998,951*	*56.3*	*48,217*	*66,413*	*4,139,985*	*55.7*	*22,273*	*30,553*	*.1766*	*.1903*
Leavenworth, Kans.	*59.6*	*62.1*	*4.2*	*19.9*	*5.9*	*964,181*	*43.9*	*35,652*	*48,451*	*317,316*	*44.2*	*11,701*	*15,946*	*.0205*	*.0205*
Miami, Kans.	*23.1*	*24.1*	*4.3*	*8.9*	*6.0*	*347,731*	*35.2*	*30,621*	*39,071*	*129,172*	*40.1*	*10,979*	*14,514*	*.0081*	*.0077*
Wyandotte, Kans.	*174.1*	*172.9*	*–.7*	*64.9*	*.0*	*2,839,580*	*39.0*	*31,482*	*43,753*	*1,142,089*	*37.8*	*12,772*	*17,598*	*.0655*	*.0628*
ST. JOSEPH	86.4	85.0	–1.6	31.6	–1.9	1,306,779	36.2	29,803	41,354	786,840	35.1	18,086	24,900	.0350	.0330
Buchanan	86.4	85.0	–1.6	31.6	–1.9	1,306,779	36.2	29,803	41,354	786,840	35.1	18,086	24,900	.0350	.0330
ST. LOUIS	2,451.2	2,498.7	1.9	918.8	3.3	44,473,999	41.4	35,349	48,404	22,609,168	39.8	18,181	24,607	1.0578	1.0318
Franklin	79.9	85.1	6.5	28.1	5.6	993,109	35.1	27,638	35,342	601,800	39.8	16,183	21,416	.0277	.0268
Jefferson	166.5	180.0	8.1	58.3	8.4	2,568,521	46.9	32,492	44,057	826,070	46.8	10,457	14,169	.0544	.0555
St. Charles	179.9	207.7	15.5	69.3	17.1	3,907,734	62.8	40,557	56,389	1,263,472	49.4	14,281	18,232	.0722	.0793
St. Louis	1,002.0	1,015.1	1.3	374.0	3.0	22,624,374	43.5	43,431	60,493	11,912,378	42.1	23,092	31,851	.5171	.5106
St. Louis city	428.9	418.3	–2.5	168.7	–1.5	6,168,718	37.1	26,288	36,566	3,865,973	35.8	16,625	22,916	.1686	.1591
Clinton, Ill.	*34.1*	*34.7*	*1.8*	*12.3*	*4.2*	*496,522*	*40.1*	*30,027*	*40,368*	*184,474*	*39.5*	*11,205*	*14,998*	*.0114*	*.0110*
Jersey, Ill.	*21.1*	*21.4*	*1.4*	*7.5*	*4.2*	*264,379*	*28.2*	*28,643*	*35,251*	*78,101*	*22.1*	*8,882*	*10,413*	*.0064*	*.0059*
Madison, Ill.	*249.6*	*249.2*	*–.2*	*96.0*	*2.1*	*3,234,857*	*22.1*	*28,192*	*33,696*	*1,866,183*	*29.5*	*15,333*	*19,439*	*.0944*	*.0836*
Monroe, Ill.	*21.3*	*22.0*	*3.3*	*8.1*	*6.6*	*303,538*	*29.9*	*30,751*	*37,474*	*111,130*	*37.9*	*10,604*	*13,720*	*.0074*	*.0069*
St. Clair, Ill.	*267.9*	*265.2*	*–1.0*	*96.5*	*1.4*	*3,912,247*	*37.2*	*29,956*	*40,541*	*1,899,587*	*36.7*	*14,592*	*19,685*	*.0982*	*.0931*
SPRINGFIELD	228.5	242.9	6.3	92.4	7.1	3,795,306	47.7	29,767	41,075	2,277,028	46.8	17,974	24,643	.0935	.0954
Christian	27.7	31.6	14.1	10.8	11.3	388,622	51.4	26,469	35,984	163,510	51.7	11,108	15,140	.0088	.0093
Greene	200.8	211.3	5.2	81.6	6.5	3,406,684	47.3	30,184	41,749	2,113,518	46.4	18,843	25,901	.0847	.0861
TOTAL METRO COUNTIES	3,367.0	3,460.0	2.8	1,290.7	3.7	62,399,696	43.3	34,968	48,346	33,689,497	41.4	19,133	26,102	1.4906	1.4717
TOTAL STATE	5,149.3	5,297.6	2.9	1,954.2	3.4	84,104,214	41.8	31,389	43,038	44,829,455	40.7	16,864	22,940	2.0660	2.0252
MONTANA															
BILLINGS	123.2	133.2	8.1	53.0	10.6	2,196,166	57.0	29,212	41,437	1,348,978	40.4	20,053	25,452	.0532	.0551
Yellowstone	123.2	133.2	8.1	53.0	10.6	2,196,166	57.0	29,212	41,437	1,348,978	40.4	20,053	25,452	.0532	.0551
GREAT FALLS	80.7	79.6	–1.4	31.3	1.3	1,269,784	46.1	28,127	40,568	618,448	27.2	15,737	19,759	.0311	.0297
Cascade	80.7	79.6	–1.4	31.3	1.3	1,269,784	46.1	28,127	40,568	618,448	27.2	15,737	19,759	.0311	.0297
TOTAL METRO COUNTIES	203.9	212.8	4.4	84.3	7.0	3,465,950	52.8	28,786	41,114	1,967,426	36.0	18,360	23,338	.0843	.0848
TOTAL STATE	841.6	876.3	4.1	342.9	6.3	12,271,904	47.4	25,807	35,789	6,356,440	34.8	14,617	18,537	.3048	.3011
NEBRASKA															
LINCOLN	208.6	217.4	4.2	86.3	6.9	4,605,853	55.1	36,788	53,370	1,627,100	42.1	14,187	18,854	.0902	.0935
Lancaster	208.6	217.4	4.2	86.3	6.9	4,605,853	55.1	36,786	53,370	1,627,100	42.1	14,187	18,854	.0902	.0935
OMAHA	616.9	633.7	2.7	241.9	5.0	12,872,938	52.3	36,712	53,216	5,932,766	46.6	17,566	24,526	.2746	.2824
Douglas	416.5	426.3	2.4	167.7	4.7	9,216,365	52.3	37,797	54,957	4,505,382	47.6	19,063	26,866	.1977	.2038
Sarpy	96.9	104.1	7.4	34.5	10.2	1,940,145	58.0	39,232	56,236	472,418	46.9	10,273	13,693	.0351	.0373
Washington	15.8	15.9	.6	5.9	1.7	246,349	35.1	31,448	41,754	60,927	22.0	8,611	10,327	.0054	.0048
Pottawattamie, Iowa	*87.7*	*87.4*	*–.3*	*33.8*	*2.1*	*1,470,079*	*48.0*	*30,001*	*43,493*	*894,039*	*43.7*	*18,796*	*26,451*	*.0364*	*.0365*
TOTAL METRO COUNTIES	756.0	782.8	3.5	301.5	6.0	16,256,805	53.2	37,304	53,920	6,745,546	45.7	16,276	22,373	.3342	.3449
TOTAL STATE	1,624.6	1,651.1	1.6	634.5	3.6	27,339,077	43.5	31,106	43,088	12,850,246	39.4	15,045	20,253	.6403	.6282
NEVADA															
LAS VEGAS	565.2	638.1	12.9	264.6	15.7	11,444,346	63.1	30,679	43,251	6,792,175	56.6	18,969	25,670	.2524	.2789
Clark	565.2	638.1	12.9	264.6	15.7	11,444,346	63.1	30,679	43,251	6,792,175	56.6	18,969	25,670	.2524	.2789
RENO	224.8	247.0	9.9	108.0	12.6	4,961,929	58.3	32,684	45,944	3,043,680	50.5	21,084	28,182	.1122	.1201
Washoe	224.8	247.0	9.9	108.0	12.6	4,961,929	58.3	32,684	45,944	3,043,680	50.5	21,084	28,182	.1122	.1201
TOTAL METRO COUNTIES	790.0	885.1	12.0	372.6	14.8	16,406,275	61.6	31,271	44,032	9,835,855	54.6	19,594	26,398	.3646	.3990
TOTAL STATE	963.9	1,078.0	11.8	451.1	14.6	19,690,146	61.4	30,988	43,649	11,619,807	54.6	19,091	25,759	.4367	.4774
NEW HAMPSHIRE															
MANCHESTER - NASHUA	314.1	341.0	8.6	128.4	11.3	7,125,305	53.6	40,191	55,493	4,308,792	52.8	24,434	33,558	.1609	.1703
Hillsborough	314.1	341.0	8.6	128.4	11.3	7,125,305	53.6	40,191	55,493	4,308,792	52.8	24,434	33,558	.1609	.1703
PORTSMOUTH - DOVER - ROCHESTER	315.8	343.8	8.9	128.5	11.6	6,844,452	53.9	38,647	53,264	3,993,745	53.6	22,586	31,080	.1535	.1629
Rockingham	223.8	247.5	10.6	92.9	13.3	5,186,795	56.3	40,463	55,832	3,156,439	55.5	24,747	33,977	.1154	.1242
Strafford	92.0	96.3	4.7	35.6	7.6	1,657,657	46.7	34,149	46,563	837,306	46.8	17,231	23,520	.0381	.0387
TOTAL METRO COUNTIES	629.9	684.8	8.7	256.9	11.5	13,969,757	53.7	39,420	54,378	8,302,537	53.2	23,511	32,318	.3144	.3332
TOTAL STATE	1,025.1	1,098.1	7.1	417.0	9.8	20,567,643	50.1	36,067	49,323	12,873,131	50.2	22,556	30,871	.4883	.5070

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE **S&MM METRO AREA** County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
NEW JERSEY															
ATLANTIC CITY	**307.4**	**328.8**	**7.0**	**132.2**	**9.7**	**5,381,555**	**43.6**	**31,094**	**40,708**	**3,695,321**	**46.9**	**20,876**	**27,953**	**.1391**	**.1405**
Atlantic	211.2	222.7	5.4	87.3	8.0	3,559,164	40.5	31,342	40,769	2,410,032	44.1	20,692	27,606	.0936	.0928
Cape May	96.2	106.1	10.3	44.9	13.1	1,822,391	50.1	30,588	40,588	1,285,289	52.3	21,251	28,626	.0455	.0477
BERGEN - PASSAIC	**1,302.9**	**1,311.1**	**.6**	**496.8**	**3.0**	**30,969,262**	**39.8**	**45,931**	**62,337**	**15,529,426**	**40.2**	**22,962**	**31,259**	**.7039**	**.6815**
Bergen	842.2	843.9	.2	324.9	2.6	22,438,157	39.9	50,644	69,062	11,019,285	40.0	24,847	33,916	.4984	.4822
Passaic	460.7	467.2	1.4	171.9	3.8	8,531,105	39.5	36,917	49,628	4,510,141	40.7	19,356	26,237	.2055	.1993
JERSEY CITY	**556.2**	**552.5**	**–.7**	**218.4**	**1.6**	**8,859,555**	**35.7**	**30,370**	**40,566**	**3,870,095**	**37.3**	**13,114**	**17,720**	**.2125**	**.2008**
Hudson	556.2	552.5	–.7	218.4	1.6	8,859,555	35.7	30,370	40,566	3,870,095	37.3	13,114	17,720	.2125	.2008
MIDDLESEX - SOMERSET - HUNTERDON	**945.7**	**983.6**	**4.0**	**354.3**	**6.6**	**22,378,604**	**44.0**	**46,749**	**63,163**	**10,204,565**	**44.3**	**21,263**	**28,802**	**.4821**	**.4808**
Hunterdon	99.6	107.7	8.1	37.7	10.9	2,609,614	51.8	50,578	69,221	945,222	47.7	18,822	25,072	.0501	.0520
Middlesex	630.1	651.4	3.4	235.3	5.9	14,069,874	42.7	44,376	59,795	6,460,859	43.7	20,233	27,458	.3084	.3056
Somerset	216.0	224.5	3.9	81.3	6.6	5,699,116	43.8	51,952	70,100	2,798,484	44.7	25,348	34,422	.1236	.1232
MONMOUTH - OCEAN	**957.2**	**1,033.1**	**7.9**	**399.0**	**10.7**	**22,381,573**	**50.8**	**41,157**	**56,094**	**9,999,972**	**51.1**	**18,364**	**25,063**	**.4621**	**.4818**
Monmouth	549.2	580.8	5.8	214.4	8.3	13,076,442	47.1	44,892	60,991	5,614,807	47.5	19,220	26,188	.2716	.2765
Ocean	408.0	452.3	10.9	184.6	13.6	9,305,131	56.4	36,606	50,407	4,385,165	55.8	17,320	23,755	.1905	.2053
NEWARK	**1,899.3**	**1,905.4**	**.3**	**705.6**	**2.6**	**41,359,051**	**39.3**	**43,174**	**58,615**	**16,702,132**	**38.8**	**17,498**	**23,671**	**.8986**	**.8650**
Essex	842.4	831.6	–1.3	313.4	1.0	15,525,378	35.9	36,837	49,539	6,972,618	37.0	16,410	22,248	.3644	.3438
Morris	426.0	437.8	2.8	154.2	5.2	11,824,342	44.6	55,789	76,682	4,752,998	44.1	22,494	30,824	.2392	.2386
Sussex	128.1	136.2	6.3	47.3	9.2	2,918,597	49.6	45,061	61,704	834,401	48.8	12,946	17,641	.0546	.0562
Union	502.8	499.8	–.6	190.7	1.7	11,090,734	36.3	43,360	58,158	4,142,115	34.3	16,444	21,721	.2404	.2264
TRENTON	**319.8**	**326.6**	**2.1**	**120.5**	**4.7**	**7,256,075**	**43.7**	**43,872**	**60,216**	**3,297,645**	**43.4**	**19,985**	**27,366**	**.1578**	**.1564**
Mercer	319.8	326.6	2.1	120.5	4.7	7,256,075	43.7	43,872	60,216	3,297,645	43.4	19,985	27,366	.1578	.1564
VINELAND - MILLVILLE - BRIDGETON	**138.7**	**141.2**	**1.8**	**49.9**	**4.2**	**2,082,709**	**38.8**	**31,322**	**41,738**	**1,136,325**	**40.6**	**16,871**	**22,772**	**.0529**	**.0513**
Cumberland	138.7	141.2	1.8	49.9	4.2	2,082,709	38.8	31,322	41,738	1,136,325	40.6	16,871	22,772	.0529	.0513
TOTAL METRO COUNTIES	**7,687.3**	**7,890.2**	**2.6**	**2,947.6**	**5.1**	**164,965,389**	**42.1**	**41,388**	**55,966**	**75,489,577**	**42.5**	**18,892**	**25,611**	**3.6555**	**3.5987**
TOTAL STATE	**7,687.3**	**7,890.2**	**2.6**	**2,947.6**	**5.1**	**164,965,389**	**42.1**	**41,388**	**55,966**	**75,489,577**	**42.5**	**18,892**	**25,611**	**3.6555**	**3.5987**
NEW MEXICO															
ALBUQUERQUE	**476.5**	**514.2**	**7.9**	**200.9**	**10.6**	**7,961,333**	**50.4**	**29,141**	**39,628**	**4,407,932**	**45.9**	**16,625**	**21,941**	**.1894**	**.1951**
Bernalillo	476.5	514.2	7.9	200.9	10.6	7,961,333	50.4	29,141	39,628	4,407,932	45.9	16,625	21,941	.1894	.1951
LAS CRUCES	**119.3**	**135.4**	**13.5**	**47.5**	**16.4**	**1,549,318**	**55.0**	**24,502**	**32,617**	**913,783**	**53.7**	**14,567**	**19,238**	**.0385**	**.0415**
Dona Ana	119.3	135.4	13.5	47.5	16.4	1,549,318	55.0	24,502	32,617	913,783	53.7	14,567	19,238	.0385	.0415
SANTA FE	**105.4**	**114.4**	**8.5**	**44.6**	**11.2**	**2,255,979**	**58.5**	**35,489**	**50,582**	**1,083,925**	**52.8**	**17,695**	**24,303**	**.0469**	**.0505**
Los Alamos	19.1	20.1	5.2	7.7	6.9	581,944	56.5	51,642	75,577	92,918	41.1	9,144	12,067	.0091	.0096
Santa Fe	86.3	94.3	9.3	36.9	12.2	1,674,035	59.2	31,954	45,367	991,007	53.9	19,566	26,857	.0378	.0409
TOTAL METRO COUNTIES	**701.2**	**764.0**	**9.0**	**293.0**	**11.6**	**11,766,630**	**52.5**	**29,390**	**40,159**	**6,405,640**	**48.1**	**16,469**	**21,862**	**.2748**	**.2871**
TOTAL STATE	**1,494.2**	**1,619.7**	**8.4**	**590.6**	**10.7**	**21,819,658**	**50.6**	**27,154**	**36,945**	**12,535,844**	**46.5**	**16,038**	**21,226**	**.5397**	**.5576**
NEW YORK															
ALBANY - SCHENECTADY - TROY	**854.3**	**867.9**	**1.6**	**332.8**	**4.0**	**15,410,118**	**35.7**	**35,494**	**46,304**	**7,392,213**	**37.9**	**16,753**	**22,212**	**.3696**	**.3513**
Albany	290.1	293.5	1.2	116.2	3.6	5,668,738	35.5	37,276	48,784	3,557,997	38.6	22,884	30,620	.1461	.1391
Greene	43.4	45.2	4.1	17.6	6.7	653,371	37.0	28,908	37,123	299,790	37.9	13,178	17,034	.0160	.0154
Montgomery	53.3	53.2	–.2	20.6	2.0	801,661	32.7	29,912	38,916	353,860	36.1	12,874	17,178	.0198	.0185
Rensselaer	154.3	156.1	1.2	57.3	3.6	2,617,955	36.3	34,730	45,689	834,460	39.0	10,857	14,563	.0571	.0544
Saratoga	163.3	169.9	4.0	61.3	6.6	2,985,067	39.1	37,311	48,696	976,618	37.4	12,358	15,932	.0638	.0617
Schenectady	149.9	150.0	.1	59.8	2.6	2,683,326	32.3	34,795	44,372	1,369,488	36.3	17,236	22,901	.0668	.0622
BINGHAMTON	**268.5**	**271.6**	**1.2**	**102.5**	**3.6**	**4,734,614**	**35.5**	**35,340**	**46,191**	**2,031,577**	**36.1**	**15,092**	**19,820**	**.1110**	**.1049**
Broome	214.9	215.3	.2	82.3	2.6	3,697,272	33.4	34,563	44,924	1,816,675	36.0	16,656	22,074	.0913	.0853
Tioga	53.6	56.3	5.0	20.2	8.0	1,037,342	43.4	38,672	51,354	214,902	37.1	8,383	10,639	.0197	.0196
BUFFALO	**975.2**	**951.1**	**–2.5**	**358.4**	**–.5**	**15,319,973**	**27.3**	**33,412**	**42,745**	**7,103,214**	**31.7**	**14,973**	**19,819**	**.3915**	**.3528**
Erie	975.2	951.1	–2.5	358.4	–.5	15,319,973	27.3	33,412	42,745	7,103,214	31.7	14,973	19,819	.3915	.3528
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,192.6***	***1,163.1***	***–2.5***	***438.2***	***–.4***	***18,700,710***	***27.3***	***33,379***	***42,676***	***8,403,420***	***31.1***	***14,562***	***19,177***	***.4747***	***.4270***
ELMIRA	**94.6**	**92.3**	**–2.4**	**34.2**	**–.3**	**1,249,283**	**25.4**	**29,049**	**36,529**	**713,619**	**30.9**	**15,893**	**20,866**	**.0355**	**.0317**
Chemung	94.6	92.3	–2.4	34.2	–.3	1,249,283	25.4	29,049	36,529	713,619	30.9	15,893	20,866	.0355	.0317
GLENS FALLS	**115.0**	**118.5**	**3.0**	**42.3**	**5.0**	**1,705,851**	**36.1**	**31,092**	**40,327**	**983,842**	**39.4**	**17,508**	**23,259**	**.0448**	**.0430**
Warren	56.9	58.3	2.5	21.5	4.4	890,428	35.7	31,858	41,415	707,733	39.2	24,680	32,918	.0261	.0250
Washington	58.1	60.2	3.6	20.8	5.6	815,423	36.6	30,291	39,203	276,109	40.0	10,008	13,274	.0187	.0180
NASSAU - SUFFOLK	**2,663.8**	**2,738.7**	**2.8**	**910.7**	**5.2**	**65,239,683**	**41.0**	**53,454**	**71,637**	**29,809,033**	**42.1**	**24,240**	**32,732**	**1.4212**	**1.3925**
Nassau	1,333.5	1,343.5	.7	459.3	3.1	36,145,255	39.1	58,361	78,696	17,584,750	40.0	28,202	38,286	.8006	.7730
Suffolk	1,330.3	1,395.2	4.9	451.4	7.4	29,094,428	43.5	48,255	64,454	12,224,283	45.2	20,041	27,081	.6206	.6195
NEW YORK	**8,527.7**	**8,713.0**	**2.2**	**3,552.4**	**4.3**	**165,837,410**	**36.9**	**35,576**	**46,683**	**62,374,270**	**39.5**	**13,133**	**17,558**	**3.6418**	**3.4870**
Bronx	1,190.6	1,203.9	1.1	466.1	3.3	14,622,219	31.2	24,687	31,371	3,290,402	23.8	5,889	7,059	.3388	.3104
Kings	2,290.9	2,327.4	1.6	922.8	4.0	33,650,818	34.8	28,120	36,466	10,345,212	38.5	8,415	11,211	.7587	.7188
New York (Manhattan)	1,490.8	1,539.9	3.3	797.3	5.4	42,505,898	40.9	39,883	53,312	24,604,628	42.5	22,829	30,860	.9796	.9618
Putnam	82.9	87.3	5.3	29.5	7.3	1,850,700	41.3	47,626	62,736	460,577	38.5	12,095	15,613	.0355	.0347
Queens	1,951.4	2,002.8	2.6	780.0	4.2	35,612,994	34.8	35,288	45,658	9,762,968	38.7	9,406	12,517	.7466	.7076
Richmond	379.6	399.2	5.2	137.2	7.6	8,029,679	42.8	44,102	58,525	2,094,917	45.0	11,335	15,269	.1549	.1539
Rockland	272.0	281.1	3.3	90.7	5.8	6,673,394	42.1	54,814	73,577	2,075,295	42.9	16,941	22,881	.1307	.1286
Westchester	869.5	871.4	.2	328.8	2.6	22,891,708	36.0	52,492	69,622	9,740,271	38.1	21,997	29,624	.4970	.4712

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
NEW YORK (cont.)															
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*17,964.7*	*18,379.0*	*2.3*	*7,045.9*	*4.6*	*384,654,255*	*39.5*	*40,912*	*54,593*	*161,394,034*	*41.1*	*16,976*	*22,906*	*8.4261*	*8.1816*
NIAGARA FALLS	**217.4**	**212.0**	**-2.5**	**79.8**	**-.3**	**3,380,737**	**27.2**	**33,228**	**42,365**	**1,300,206**	**27.9**	**12,708**	**16,293**	**.0832**	**.0742**
Niagara	217.4	212.0	-2.5	79.8	-.3	3,380,737	27.2	33,228	42,365	1,300,206	27.9	12,708	16,293	.0832	.0742
ORANGE COUNTY	**283.3**	**300.2**	**6.0**	**101.3**	**7.9**	**4,927,288**	**40.5**	**37,354**	**48,641**	**2,432,685**	**44.0**	**17,991**	**24,015**	**.1165**	**.1150**
Orange	283.3	300.2	6.0	101.3	7.9	4,927,288	40.5	37,354	48,641	2,432,685	44.0	17,991	24,015	.1165	.1150
POUGHKEEPSIE	**259.8**	**269.0**	**3.5**	**93.9**	**6.1**	**5,250,704**	**39.6**	**42,512**	**55,918**	**2,130,542**	**42.3**	**16,916**	**22,689**	**.1148**	**.1121**
Dutchess	259.8	269.0	3.5	93.9	6.1	5,250,704	39.6	42,512	55,918	2,130,542	42.3	16,916	22,689	.1148	.1121
ROCHESTER	**992.6**	**1,005.4**	**1.3**	**377.7**	**3.5**	**18,978,711**	**33.9**	**38,832**	**50,248**	**8,044,087**	**36.0**	**16,207**	**21,298**	**.4397**	**.4129**
Livingston	60.3	62.1	3.0	21.0	5.5	939,285	36.3	34,626	44,728	302,885	30.8	11,633	14,423	.0213	.0200
Monroe	708.8	712.6	.5	274.9	2.9	14,255,451	33.2	40,063	51,857	6,478,965	36.9	17,707	23,568	.3340	.3128
Ontario	94.3	98.1	4.0	35.1	6.0	1,553,776	35.8	34,564	44,267	781,877	37.9	17,128	22,276	.0385	.0368
Orleans	40.1	40.5	1.0	14.3	3.6	657,155	34.8	35,315	45,955	149,382	25.2	8,647	10,445	.0139	.0130
Wayne	89.1	92.1	3.4	32.4	4.9	1,573,044	37.5	37,034	48,551	330,978	24.9	8,577	10,215	.0320	.0303
SYRACUSE	**654.8**	**661.6**	**1.0**	**243.6**	**3.4**	**11,827,762**	**36.1**	**36,884**	**48,554**	**5,139,680**	**37.4**	**15,870**	**21,099**	**.2755**	**.2616**
Madison	67.1	68.1	1.5	23.0	4.1	935,500	33.0	31,830	40,674	310,853	28.6	10,938	13,515	.0222	.0206
Onondaga	467.5	469.1	.3	177.5	2.6	8,458,379	33.5	36,628	47,653	4,130,604	36.9	17,441	23,271	.2059	.1932
Oswego	120.2	124.4	3.5	43.1	6.2	2,433,883	47.2	40,730	56,471	698,223	45.0	11,861	16,200	.0474	.0478
UTICA - ROME	**322.8**	**323.7**	**.3**	**118.9**	**2.5**	**4,755,258**	**32.3**	**30,981**	**39,994**	**2,219,927**	**34.5**	**14,230**	**18,671**	**.1204**	**.1121**
Herkimer	68.9	70.5	2.3	25.8	4.0	1,007,753	35.8	29,922	39,060	366,263	36.8	10,796	14,196	.0236	.0225
Oneida	253.9	253.2	-.3	93.1	2.1	3,747,505	31.4	31,269	40,252	1,853,664	34.0	15,164	19,910	.0968	.0896
TOTAL METRO COUNTIES	**16,229.8**	**16,525.0**	**1.8**	**6,348.5**	**4.0**	**318,617,392**	**36.8**	**38,164**	**50,188**	**131,674,895**	**39.0**	**15,517**	**20,741**	**7.1655**	**6.8511**
TOTAL STATE	**17,979.6**	**18,312.1**	**1.8**	**6,992.5**	**4.0**	**344,119,805**	**36.6**	**37,478**	**49,213**	**142,344,471**	**38.8**	**15,257**	**20,357**	**7.7864**	**7.4378**
NORTH CAROLINA															
ASHEVILLE	**170.1**	**176.5**	**3.8**	**71.6**	**6.2**	**2,710,774**	**46.8**	**27,399**	**37,860**	**1,869,081**	**46.0**	**19,000**	**26,104**	**.0710**	**.0718**
Buncombe	170.1	176.5	3.8	71.6	6.2	2,710,774	46.8	27,399	37,860	1,869,081	46.0	19,000	26,104	.0710	.0718
BURLINGTON	**102.8**	**105.1**	**2.2**	**41.1**	**4.6**	**1,645,008**	**44.3**	**29,003**	**40,025**	**1,219,789**	**43.6**	**21,615**	**29,679**	**.0448**	**.0445**
Alamance	102.8	105.1	2.2	41.1	4.6	1.645.008	44.3	29,003	40,025	1,219,789	43.6	21,615	29,679	.0448	.0445

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	EFFECTIVE BUYING INCOME 1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	RETAIL SALES 1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	BUYING POWER INDEX 1986	BUYING POWER INDEX 1991
NORTH CAROLINA (cont.)															
CHARLOTTE - GASTONIA - ROCK HILL	**1,071.6**	**1,140.3**	**6.4**	**434.2**	**8.9**	**19,011,601**	**51.1**	**31,563**	**43,785**	**10,637,739**	**49.8**	**17,811**	**24,500**	**.4433**	**.4603**
Cabarrus	94.1	100.0	6.3	37.7	8.6	1,622,476	52.2	30,714	43,036	855,427	50.3	16,402	22,690	.0371	.0388
Gaston	173.8	181.0	4.1	67.0	6.5	2,909,072	49.4	30,947	43,419	1,436,936	47.5	15,493	21,447	.0668	.0681
Lincoln	47.6	51.0	7.1	19.0	9.2	787,012	52.5	29,662	41,422	253,622	48.5	9,816	13,349	.0160	.0167
Mecklenburg	447.9	477.9	6.7	189.6	9.3	8,708,672	50.4	33,378	45,932	5,537,551	49.8	21,301	29,206	.2090	.2169
Rowan	104.7	108.2	3.3	42.3	6.3	1,674,319	47.2	28,576	39,582	959,708	46.2	16,494	22,688	.0411	.0415
Union	80.5	87.6	8.8	30.3	11.4	1,215,412	51.2	29,557	40,113	546,292	51.7	13,239	18,029	.0274	.0287
York, S. C.	*123.0*	*134.6*	*9.4*	*48.3*	*12.1*	*2,094,638*	*58.6*	*30,634*	*43,367*	*1,048,203*	*55.8*	*15,607*	*21,702*	*.0459*	*.0496*
FAYETTEVILLE	**264.0**	**272.8**	**3.3**	**89.7**	**6.2**	**3,709,443**	**47.2**	**29,826**	**41,354**	**2,082,057**	**46.1**	**16,866**	**23,211**	**.0929**	**.0938**
Cumberland	264.0	272.8	3.3	89.7	6.2	3,709,443	47.2	29,826	41,354	2,082,057	46.1	16,866	23,211	.0929	.0938
GREENSBORO - WINSTON-SALEM - HIGH POINT	**910.0**	**948.1**	**4.2**	**369.3**	**6.5**	**15,903,937**	**47.7**	**31,060**	**43,065**	**8,496,919**	**46.0**	**16,786**	**23,008**	**.3739**	**.3791**
Davidson	122.7	129.2	5.3	48.9	7.7	1,975,605	49.8	29,046	40,401	747,632	48.5	11,092	15,289	.0424	.0436
Davie	27.8	29.8	7.2	11.2	9.8	452,228	51.6	29,249	40,378	113,573	44.8	7,691	10,140	.0089	.0092
Forsyth	261.8	274.3	4.8	110.4	7.3	5,043,993	49.6	32,757	45,688	3,053,861	48.1	20,041	27,662	.1201	.1232
Guilford	330.7	338.5	2.4	132.1	4.8	5,833,796	44.4	32,030	44,162	3,726,183	43.8	20,553	28,207	.1476	.1470
Randolph	100.1	106.1	6.0	40.8	8.2	1,539,229	48.4	27,517	37,726	589,164	48.1	10,551	14,440	.0338	.0346
Stokes	36.9	39.4	6.8	14.1	7.6	605,263	53.4	30,121	42,926	105,609	43.7	5,612	7,490	.0112	.0116
Yadkin	30.0	30.8	2.7	11.8	5.4	453,823	48.0	27,374	38,460	160,897	45.3	9,887	13,635	.0099	.0099
HICKORY	**219.5**	**230.3**	**4.9**	**87.2**	**7.5**	**3,552,918**	**49.4**	**29,319**	**40,744**	**1,848,038**	**48.4**	**15,358**	**21,193**	**.0833**	**.0852**
Alexander	27.8	29.7	6.8	10.9	10.1	402,379	51.4	26,849	36,916	104,079	47.1	7,148	9,549	.0082	.0085
Burke	77.0	79.6	3.4	30.0	5.6	1,105,545	45.2	26,814	36,852	396,093	44.7	9,636	13,203	.0247	.0245
Catawba	114.7	121.0	5.5	46.3	8.2	2,044,994	51.4	31,553	44,168	1,347,866	49.6	21,053	29,112	.0504	.0522
JACKSONVILLE	**124.1**	**131.8**	**6.2**	**39.8**	**10.2**	**1,351,997**	**35.5**	**27,644**	**33,970**	**844,907**	**42.7**	**16,397**	**21,229**	**.0390**	**.0380**
Onslow	124.1	131.8	6.2	39.8	10.2	1,351,997	35.5	27,644	33,970	844,907	42.7	16,397	21,229	.0390	.0380
RALEIGH - DURHAM	**648.3**	**710.4**	**9.6**	**276.6**	**12.6**	**13,452,676**	**58.7**	**34,512**	**48,636**	**6,647,383**	**56.4**	**17,309**	**24,032**	**.2818**	**.3059**
Durham	164.2	172.2	4.9	68.5	7.7	3,352,825	54.4	34,153	48,946	1,715,269	50.7	17,897	25,040	.0731	.0767
Franklin	33.5	36.0	7.5	12.8	8.5	440,364	51.0	24,718	34,403	115,385	40.7	6,950	9,014	.0092	.0096
Orange	85.2	90.8	6.6	35.2	9.7	1,504,036	51.0	31,021	42,728	691,161	50.4	14,314	19,635	.0330	.0343
Wake	365.4	411.4	12.6	160.1	15.9	8,155,451	62.6	36,325	50,940	4,125,568	60.4	18,619	25,769	.1665	.1853
WILMINGTON	**115.4**	**123.4**	**6.9**	**48.5**	**9.5**	**1,767,436**	**45.1**	**27,497**	**36,442**	**1,403,052**	**47.4**	**21,489**	**28,929**	**.0493**	**.0501**
New Hanover	115.4	123.4	6.9	48.5	9.5	1,767,436	45.1	27,497	36,442	1,403,052	47.4	21,489	28,929	.0493	.0501
TOTAL METRO COUNTIES	**3,502.8**	**3,704.1**	**5.7**	**1,409.7**	**8.4**	**61,011,152**	**50.3**	**31,223**	**43,280**	**34,000,762**	**48.9**	**17,564**	**24,119**	**1.4334**	**1.4791**
TOTAL STATE	**6,386.6**	**6,718.0**	**5.2**	**2,527.9**	**7.8**	**99,692,774**	**48.9**	**28,558**	**39,437**	**53,850,291**	**47.5**	**15,573**	**21,302**	**2.3901**	**2.4452**
NORTH DAKOTA															
BISMARCK	**92.3**	**100.4**	**8.8**	**36.0**	**10.1**	**1,618,145**	**46.0**	**33,902**	**44,948**	**878,347**	**42.8**	**18,810**	**24,399**	**.0387**	**.0391**
Burleigh	64.2	70.5	9.8	25.5	10.9	1,304,232	51.3	37,476	51,146	723,757	47.0	21,407	28,383	.0297	.0309
Morton	28.1	29.9	6.4	10.5	8.2	313,913	27.3	25,428	29,896	154,590	26.0	12,653	14,723	.0090	.0082
FARGO - MOORHEAD	**150.0**	**157.6**	**5.1**	**59.1**	**7.3**	**2,663,403**	**45.2**	**33,299**	**45,066**	**1,444,306**	**37.5**	**19,060**	**24,438**	**.0644**	**.0636**
Cass	100.7	109.0	8.2	41.9	10.3	1,989,378	49.6	34,983	47,479	1,088,978	38.2	20,733	25,990	.0465	.0470
Clay, Minn.	*49.3*	*48.6*	*–1.4*	*17.2*	*.6*	*674,025*	*33.4*	*29,556*	*39,188*	*355,328*	*35.4*	*15,343*	*20,659*	*.0179*	*.0166*

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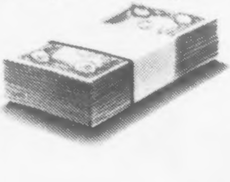

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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
NORTH DAKOTA (cont.)															
GRAND FORKS	70.6	72.8	3.1	24.8	3.8	1,516,219	51.1	41,976	61,138	692,691	43.0	20,269	27,931	.0325	.0330
Grand Forks	70.6	72.8	3.1	24.8	3.8	1,516,219	51.1	41,976	61,138	692,691	43.0	20,269	27,931	.0325	.0330
TOTAL METRO COUNTIES	263.6	282.2	7.1	102.7	8.6	5,123,742	48.9	36,376	49,890	2,660,016	40.9	19,951	25,901	.1177	.1191
TOTAL STATE	701.2	728.8	3.9	262.2	5.1	11,849,533	44.4	32,910	45,193	6,036,925	39.4	17,361	23,024	.2833	.2801
OHIO															
AKRON	648.5	637.2	−1.7	243.6	.5	10,685,568	37.5	32,062	43,865	5,215,253	36.9	15,711	21,409	.2611	.2477
Portage	139.5	140.8	.9	49.8	3.3	2,417,234	47.5	34,011	48,539	848,470	44.3	12,203	17,038	.0510	.0511
Summit	509.0	496.4	−2.5	193.8	−.2	8,268,334	34.8	31,578	42,664	4,366,783	35.6	16,582	22,532	.2101	.1966
CANTON	405.4	411.1	1.4	153.4	3.9	6,305,247	39.5	30,591	41,103	3,226,366	40.2	15,577	21,032	.1559	.1509
Carroll	28.0	29.7	6.1	10.7	10.3	385,419	46.7	27,078	36,120	122,383	40.6	8,974	11,438	.0085	.0085
Stark	377.4	381.4	1.1	142.7	3.4	5,919,828	39.1	30,830	41,484	3,103,983	40.2	16,041	21,752	.1474	.1424
CINCINNATI	1,419.3	1,421.0	.1	542.1	2.3	25,742,643	45.6	33,356	47,487	12,810,301	42.9	16,920	23,631	.5950	.5916
Clermont	140.4	147.5	5.1	52.4	7.4	2,175,782	41.2	31,585	41,523	978,282	44.0	13,923	18,670	.0512	.0507
Hamilton	862.9	850.0	−1.5	337.9	.8	16,423,448	44.3	33,954	48,604	8,739,422	40.9	18,497	25,864	.3878	.3809
Warren	105.7	109.4	3.5	38.1	6.1	2,025,485	52.6	36,977	53,162	584,359	43.5	11,341	15,338	.0392	.0405
Dearborn, Ind.	37.7	39.9	5.8	13.9	7.8	610,264	55.3	30,454	43,904	222,225	51.2	11,393	15,987	.0127	.0133
Boone, Ky.	51.3	54.6	6.4	19.0	9.2	848,209	49.7	32,558	44,643	832,344	65.7	28,864	43,808	.0239	.0259
Campbell, Ky.	81.8	79.8	−2.4	29.0	.0	1,359,604	48.7	31,534	46,883	479,503	36.9	12,082	16,535	.0291	.0289
Kenton, Ky.	139.5	139.8	.2	51.8	2.4	2,299,851	48.6	30,585	44,399	974,166	43.7	13,395	18,806	.0511	.0514
CINCINNATI - HAMILTON CONSOLIDATED AREA	1,692.9	1,703.1	.6	644.9	2.8	30,078,834	44.8	33,116	46,641	14,549,043	42.8	16,249	22,560	.6943	.6885
CLEVELAND	1,853.3	1,823.2	−1.6	716.2	.5	32,697,865	37.7	33,340	45,655	17,021,230	36.8	17,470	23,766	.8038	.7630
Cuyahoga	1,440.7	1,405.0	−2.5	568.8	−.3	25,332,399	37.0	32,414	44,537	13,893,364	36.6	17,828	24,426	.6351	.6006
Geauga	76.5	77.5	1.3	25.8	4.0	1,489,226	43.5	41,842	57,722	384,383	38.1	11,225	14,899	.0294	.0287
Lake	216.2	216.8	.3	79.7	2.6	3,745,854	35.9	35,467	46,999	2,059,107	38.1	19,193	25,836	.0944	.0896
Medina	119.9	123.9	3.3	41.9	6.1	2,130,386	45.0	37,186	50,845	684,376	34.9	12,841	16,334	.0449	.0441
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	2,775.4	2,730.4	−1.6	1,056.6	.6	48,088,946	38.1	33,138	45,513	24,108,229	37.1	16,740	22,817	1.1697	1.1129
COLUMBUS	1,301.6	1,334.4	2.5	520.2	4.9	23,599,731	48.2	32,109	45,367	12,292,556	44.7	17,126	23,630	.5469	.5525
Delaware	59.8	64.2	7.4	22.6	9.7	1,156,800	56.6	35,849	51,186	329,519	47.4	10,852	14,580	.0218	.0231
Fairfield	98.5	101.2	2.7	36.2	5.2	1,397,890	36.3	29,806	38,616	549,552	37.3	11,633	15,181	.0335	.0320
Franklin	904.4	924.2	2.2	373.3	4.6	17,161,188	49.0	32,284	45,972	10,030,874	45.9	19,268	26,871	.4073	.4134
Licking	126.0	128.9	2.3	48.6	4.7	2,252,830	49.8	32,418	46,355	746,447	37.5	11,696	15,359	.0467	.0468
Madison	34.3	34.7	1.2	12.0	4.3	402,059	29.3	27,038	33,505	201,450	36.1	12,875	16,788	.0110	.0103
Pickaway	46.5	47.5	2.2	15.9	3.2	683,662	45.2	30,579	42,998	298,401	43.1	13,542	18,767	.0160	.0159
Union	32.1	33.7	5.0	11.6	5.5	545,302	51.3	32,758	47,009	136,313	38.2	8,965	11,751	.0106	.0110
DAYTON - SPRINGFIELD	930.8	915.1	−1.7	358.5	.6	17,069,571	44.0	33,262	47,614	7,845,013	39.8	15,755	21,883	.3892	.3805
Clark	145.9	142.3	−2.5	54.6	−.2	2,456,120	43.1	31,368	44,984	957,459	35.2	12,945	17,536	.0552	.0531
Greene	129.5	127.4	−1.6	46.0	.9	2,522,858	45.9	37,918	54,845	890,303	41.8	13,769	19,354	.0523	.0518
Miami	91.0	90.9	−.1	34.5	2.4	1,567,359	45.7	31,922	45,431	633,189	38.8	13,537	18,353	.0348	.0342
Montgomery	564.4	554.5	−1.8	223.4	.5	10,523,334	43.6	32,977	47,105	5,364,062	40.4	17,190	24,011	.2469	.2414
HAMILTON - MIDDLETOWN	273.6	282.1	3.1	102.8	5.7	4,336,191	40.1	31,811	42,181	1,738,742	41.9	12,597	16,914	.0993	.0969
Butler	273.6	282.1	3.1	102.8	5.7	4,336,191	40.1	31,811	42,181	1,738,742	41.9	12,597	16,914	.0993	.0969
LIMA	157.5	156.4	−.7	57.3	1.1	2,442,193	40.7	30,624	42,621	1,357,963	37.9	17,371	23,699	.0621	.0598
Allen	112.8	110.8	−1.8	40.8	.0	1,787,650	40.9	31,093	43,815	1,092,094	38.7	19,294	26,767	.0465	.0449
Auglaize	44.7	45.6	2.0	16.5	3.8	654,543	39.9	29,420	39,669	265,869	34.4	12,438	16,113	.0156	.0149
LORAIN - ELYRIA	273.6	270.0	−1.3	96.8	1.0	4,705,513	43.0	34,360	48,611	1,871,746	40.4	13,913	19,336	.1048	.1022
Lorain	273.6	270.0	−1.3	96.8	1.0	4,705,513	43.0	34,360	48,611	1,871,746	40.4	13,913	19,336	.1048	.1022
MANSFIELD	130.9	129.3	−1.2	49.4	1.0	2,099,639	41.8	30,271	42,503	1,153,655	39.9	16,863	23,353	.0523	.0509
Richland	130.9	129.3	−1.2	49.4	1.0	2,099,639	41.8	30,271	42,503	1,153,655	39.9	16,863	23,353	.0523	.0509
PARKERSBURG - MARIETTA	158.8	158.1	−.4	60.5	1.5	2,352,601	44.2	27,375	38,886	1,295,639	37.6	15,801	21,416	.0595	.0579
Washington	65.9	66.8	1.4	24.6	3.4	928,370	39.7	27,913	37,739	464,396	37.8	14,162	18,878	.0234	.0225
Wood, W. Va.	92.9	91.3	−1.7	35.9	.3	1,424,231	47.3	27,017	39,672	831,243	37.5	16,891	23,154	.0361	.0354
STEUBENVILLE - WEIRTON	155.3	151.5	−2.4	57.7	.0	2,010,941	26.9	27,454	34,852	924,766	28.7	12,458	16,027	.0539	.0481
Jefferson	86.5	84.4	−2.4	32.1	.0	1,139,618	26.0	28,169	35,502	513,591	25.7	12,724	16,000	.0306	.0270
Brooke, W. Va.	29.5	28.8	−2.4	10.7	.0	348,985	27.9	25,501	32,615	152,943	32.3	10,800	14,294	.0094	.0084
Hancock, W. Va.	39.3	38.3	−2.5	14.9	.0	522,338	28.3	27,315	35,056	258,232	32.6	13,074	17,331	.0139	.0127
TOLEDO	614.8	608.9	−1.0	233.3	1.3	10,783,957	42.7	32,816	46,224	6,479,420	40.2	20,073	27,773	.2714	.2644
Fulton	40.3	41.7	3.5	15.0	6.4	744,432	53.3	34,438	49,629	303,417	49.3	14,417	20,228	.0156	.0161
Lucas	462.7	453.1	−2.1	178.3	.2	7,978,953	39.9	32,038	44,750	5,102,568	38.4	20,719	28,618	.2087	.2003
Wood	111.8	114.1	2.1	40.0	4.7	2,060,572	50.5	35,841	51,514	1,073,435	46.7	19,153	26,836	.0471	.0480
YOUNGSTOWN - WARREN	516.9	505.7	−2.2	192.2	.2	8,304,868	36.7	31,666	43,210	3,894,990	35.8	14,944	20,265	.2028	.1910
Mahoning	278.5	271.6	−2.5	103.9	−.3	3,664,104	26.8	27,738	35,266	2,093,238	31.3	15,303	20,147	.1038	.0934
Trumbull	238.4	234.1	−1.8	88.3	.7	4,640,764	45.6	36,332	52,557	1,801,752	41.5	14,516	20,405	.0990	.0976
TOTAL METRO COUNTIES	8,513.1	8,474.2	−.5	3,263.9	1.8	147,799,092	41.6	32,556	45,283	74,291,281	39.5	16,607	22,762	3.5329	3.4297
TOTAL STATE	10,837.3	10,814.5	−.2	4,126.6	2.0	180,855,607	41.3	31,661	43,827	87,268,409	38.7	15,564	21,148	4.3172	4.1798
OKLAHOMA															
ENID	66.0	67.1	1.7	26.7	3.9	1,125,399	42.5	30,721	42,150	553,150	29.1	16,673	20,717	.0275	.0262
Garfield	66.0	67.1	1.7	26.7	3.9	1,125,399	42.5	30,721	42,150	553,150	29.1	16,673	20,717	.0275	.0262

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION 12/31/86 Total Pop (Thous.)	12/31/91 Total Pop (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	EFFECTIVE BUYING INCOME 1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	RETAIL SALES 1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	BUYING POWER INDEX 1986	BUYING POWER INDEX 1991
OKLAHOMA (cont.)															
LAWTON	**118.7**	**119.6**	**.8**	**39.4**	**3.4**	**1,756,405**	**46.0**	**31,575**	**44,579**	**825,455**	**35.5**	**15,994**	**20,951**	**.0423**	**.0413**
Comanche	118.7	119.6	.8	39.4	3.4	1,756,405	46.0	31,575	44,579	825,455	35.5	15,994	20,951	.0423	.0413
OKLAHOMA CITY	**993.1**	**1,081.0**	**8.9**	**420.1**	**10.5**	**18,144,861**	**52.3**	**31,351**	**43,192**	**10,942,713**	**43.8**	**20,020**	**26,048**	**.4361**	**.4499**
Canadian	74.6	86.8	16.4	29.9	18.7	1,433,887	63.2	34,871	47,956	559,653	45.4	15,269	18,717	.0286	.0313
Cleveland	162.7	184.4	13.3	68.4	16.7	3,099,554	60.4	32,971	45,315	1,915,892	59.9	20,441	28,010	.0701	.0774
Logan	31.7	35.1	10.7	12.2	8.9	503,461	52.9	29,393	41,267	133,541	36.1	8,763	10,946	.0102	.0105
McClain	25.8	29.9	15.9	10.4	15.6	393,305	58.6	27,552	37,818	157,690	44.8	12,097	15,163	.0085	.0092
Oklahoma	633.8	673.9	6.3	272.9	8.2	11,719,575	48.7	31,240	42,945	7,702,119	40.5	21,726	28,223	.2957	.2977
Pottawatomie	64.5	70.9	9.9	26.3	10.5	995,079	53.9	27,171	37,836	473,818	40.0	14,221	18,016	.0230	.0238
TULSA	**746.5**	**804.7**	**7.8**	**314.5**	**9.6**	**12,911,494**	**47.0**	**30,604**	**41,054**	**5,770,987**	**31.8**	**15,254**	**18,350**	**.2976**	**.2944**
Creek	73.8	84.2	14.1	30.2	14.8	1,195,386	59.4	28,508	39,582	413,439	44.0	10,920	13,690	.0244	.0253
Osage	44.1	47.1	6.8	17.2	6.2	575,369	36.1	26,099	33,452	95,130	24.9	4,700	5,531	.0123	.0117
Rogers	58.7	67.9	15.7	23.6	17.4	971,981	58.4	30,537	41,186	236,421	42.0	8,282	10,018	.0186	.0198
Tulsa	515.8	542.7	5.2	222.4	7.8	9,267,831	43.9	31,202	41,672	4,923,423	30.4	18,297	22,138	.2272	.2198
Wagoner	54.1	62.8	16.1	21.1	17.2	900,927	61.8	30,934	42,698	102,574	43.6	3,968	4,861	.0151	.0168
TOTAL METRO COUNTIES	**1,960.5**	**2,112.4**	**7.7**	**814.6**	**9.6**	**34,267,718**	**49.4**	**30,850**	**42,067**	**18,204,642**	**38.8**	**17,640**	**22,348**	**.8123**	**.8204**
TOTAL STATE	**3,360.4**	**3,573.6**	**6.3**	**1,371.8**	**8.0**	**53,352,281**	**47.6**	**28,452**	**38,892**	**27,111,490**	**37.7**	**15,497**	**19,763**	**1.2829**	**1.2827**
OREGON															
EUGENE - SPRINGFIELD	**266.4**	**259.8**	**-2.5**	**103.9**	**-.4**	**4,024,047**	**43.5**	**26,881**	**38,730**	**1,997,449**	**35.8**	**14,106**	**19,225**	**.0988**	**.0954**
Lane	266.4	259.8	-2.5	103.9	-.4	4,024,047	43.5	26,881	38,730	1,997,449	35.8	14,106	19,225	.0988	.0954
MEDFORD	**141.3**	**146.7**	**3.8**	**56.1**	**5.5**	**1,972,445**	**47.0**	**25,227**	**35,159**	**1,097,817**	**38.6**	**14,891**	**19,569**	**.0502**	**.0498**
Jackson	141.3	146.7	3.8	56.1	5.5	1,972,445	47.0	25,227	35,159	1,097,817	38.6	14,891	19,569	.0502	.0498
PORTLAND	**1,159.3**	**1,188.3**	**2.5**	**474.1**	**3.9**	**23,647,737**	**58.1**	**32,756**	**49,879**	**11,714,090**	**48.8**	**17,240**	**24,708**	**.5060**	**.5330**
Clackamas	256.7	265.1	3.3	96.2	4.9	4,875,431	56.2	34,035	50,680	1,816,724	47.0	13,480	18,885	.0986	.1029
Multnomah	567.2	565.7	-.3	240.2	.8	10,725,849	52.3	29,544	44,654	6,251,914	44.8	18,106	26,028	.2524	.2573
Washington	276.3	296.6	7.3	115.9	9.8	7,146,942	70.0	39,801	61,665	3,250,405	58.5	19,424	28,045	.1349	.1520
Yamhill	59.1	60.9	3.0	21.8	4.8	899,515	53.5	28,164	41,262	395,047	48.3	12,809	18,121	.0201	.0208
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,371.4***	***1,413.5***	***3.1***	***560.4***	***4.6***	***27,288,973***	***56.9***	***32,454***	***48,696***	***12,920,624***	***48.1***	***16,284***	***23,056***	***.5817***	***.6100***
SALEM	**262.2**	**268.5**	**2.4**	**101.0**	**3.9**	**3,698,461**	**45.1**	**26,224**	**36,618**	**1,690,354**	**36.5**	**12,742**	**16,736**	**.0897**	**.0878**
Marion	215.9	221.9	2.8	83.6	4.4	3,079,177	46.1	26,314	36,832	1,570,175	37.4	14,271	18,782	.0765	.0753
Polk	46.3	46.6	.6	17.4	1.8	619,284	40.4	25,800	35,591	120,179	25.9	5,582	6,907	.0132	.0125
TOTAL METRO COUNTIES	**1,829.2**	**1,863.3**	**1.9**	**735.1**	**3.4**	**33,342,690**	**54.0**	**30,438**	**45,358**	**16,499,710**	**45.1**	**15,990**	**22,446**	**.7447**	**.7660**
TOTAL STATE	**2,726.8**	**2,772.6**	**1.7**	**1,061.1**	**3.1**	**45,491,181**	**51.0**	**28,727**	**42,079**	**22,689,766**	**43.0**	**15,135**	**20,988**	**1.0519**	**1.0660**
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	**660.7**	**677.1**	**2.5**	**265.2**	**4.8**	**11,650,036**	**39.9**	**32,916**	**43,929**	**5,630,597**	**39.5**	**15,949**	**21,232**	**.2760**	**.2677**
Carbon	54.4	55.0	1.1	22.0	3.3	760,199	34.8	26,482	34,555	230,955	26.9	8,546	10,498	.0177	.0164
Lehigh	281.7	287.7	2.1	115.6	4.5	5,684,375	45.7	35,286	49,173	3,293,014	44.2	20,647	28,486	.1350	.1350
Northampton	235.0	241.3	2.7	92.9	5.1	3,491,454	31.6	30,002	37,583	1,302,207	29.1	11,410	14,017	.0842	.0778
Warren, N. J.	*89.6*	*93.1*	*3.9*	*34.7*	*6.1*	*1,714,008*	*41.8*	*36,966*	*49,395*	*804,421*	*43.4*	*17,152*	*23,182*	*.0391*	*.0385*
ALTOONA	**135.4**	**133.5**	**-1.4**	**51.6**	**1.0**	**1,840,232**	**35.4**	**26,599**	**35,663**	**1,095,826**	**36.7**	**15,687**	**21,237**	**.0501**	**.0474**
Blair	135.4	133.5	-1.4	51.6	1.0	1,840,232	35.4	26,599	35,663	1,095,826	36.7	15,687	21,237	.0501	.0474
BEAVER COUNTY	**194.6**	**189.8**	**-2.5**	**71.7**	**.0**	**3,102,151**	**32.8**	**32,576**	**43,266**	**1,114,114**	**27.6**	**12,175**	**15,539**	**.0729**	**.0666**
Beaver	194.6	189.8	-2.5	71.7	.0	3,102,151	32.8	32,576	43,266	1,114,114	27.6	12,175	15,539	.0729	.0666
ERIE	**281.9**	**280.9**	**-.4**	**104.7**	**1.9**	**4,541,008**	**40.9**	**31,386**	**43,372**	**2,058,855**	**37.3**	**14,605**	**19,664**	**.1077**	**.1038**
Erie	281.9	280.9	-.4	104.7	1.9	4,541,008	40.9	31,386	43,372	2,058,855	37.3	14,605	19,664	.1077	.1038
HARRISBURG - LEBANON - CARLISLE	**580.9**	**596.5**	**2.7**	**234.3**	**5.2**	**10,758,373**	**44.3**	**33,463**	**45,917**	**5,985,913**	**43.7**	**18,696**	**25,548**	**.2575**	**.2561**
Cumberland	189.9	197.1	3.8	75.6	6.3	3,871,059	48.2	36,744	51,204	2,535,796	46.7	24,312	33,542	.0948	.0962
Dauphin	238.1	240.8	1.1	99.1	3.7	4,672,029	45.0	33,707	47,145	2,327,000	43.3	16,989	23,481	.1065	.1059
Lebanon	112.8	115.5	2.4	43.5	4.8	1,647,659	34.5	29,509	37,877	953,197	38.5	16,590	21,913	.0438	.0417
Perry	40.1	43.1	7.5	16.1	10.3	567,626	43.3	27,129	35,256	169,920	36.8	8,510	10,554	.0124	.0123
JOHNSTOWN	**259.3**	**255.8**	**-1.3**	**95.8**	**1.1**	**2,790,630**	**19.6**	**24,607**	**29,130**	**1,209,847**	**16.0**	**11,004**	**12,629**	**.0818**	**.0695**
Cambria	176.3	171.9	-2.5	64.1	.0	1,886,347	17.9	24,956	29,428	853,383	14.4	11,642	13,313	.0566	.0474
Somerset	83.0	83.9	1.1	31.7	3.3	904,283	23.4	23,878	28,526	356,464	20.1	9,671	11,245	.0252	.0221
LANCASTER	**389.1**	**406.5**	**4.5**	**150.6**	**7.0**	**6,817,054**	**47.1**	**32,938**	**45,266**	**3,569,309**	**46.7**	**17,297**	**23,701**	**.1592**	**.1614**
Lancaster	389.1	406.5	4.5	150.6	7.0	6,817,054	47.1	32,938	45,266	3,569,309	46.7	17,297	23,701	.1592	.1614
PHILADELPHIA	**4,827.4**	**4,884.2**	**1.2**	**1,833.8**	**3.4**	**90,791,573**	**43.0**	**35,793**	**49,510**	**44,273,356**	**42.3**	**17,551**	**24,143**	**2.0940**	**2.0623**
Bucks	518.4	543.6	4.9	194.4	7.3	10,137,309	46.8	38,140	52,147	5,496,615	46.7	20,687	28,275	.2348	.2380
Chester	337.9	353.0	4.5	128.5	7.2	7,772,795	49.8	43,290	60,489	2,652,100	48.1	14,939	20,639	.1512	.1553
Delaware	556.5	556.2	-.1	209.4	2.2	10,860,894	41.7	37,429	51,867	5,638,779	40.7	19,572	26,928	.2557	.2493
Montgomery	667.1	682.5	2.3	258.0	4.8	15,475,527	44.9	43,363	59,983	8,946,565	44.0	25,226	34,677	.3603	.3597
Philadelphia	1,645.1	1,604.4	-2.5	633.5	-.3	25,431,742	39.8	28,636	40,145	11,619,075	38.0	13,254	18,341	.6116	.5852
Burlington, N. J.	*394.2*	*414.2*	*5.1*	*142.6*	*7.7*	*8,107,470*	*44.7*	*42,332*	*56,855*	*3,303,647*	*43.6*	*17,379*	*23,167*	*.1732*	*.1731*
Camden, N. J.	*489.1*	*498.4*	*1.9*	*185.7*	*4.3*	*9,021,717*	*39.4*	*36,340*	*48,582*	*4,588,783*	*41.0*	*18,279*	*24,711*	*.2148*	*.2086*
Gloucester, N. J.	*219.1*	*231.9*	*5.8*	*81.7*	*8.4*	*3,984,119*	*44.4*	*36,595*	*48,765*	*2,027,792*	*46.3*	*18,389*	*24,820*	*.0924*	*.0931*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,834.2***	***5,917.8***	***1.4***	***2,210.9***	***3.7***	***110,936,841***	***43.3***	***36,321***	***50,177***	***53,938,959***	***42.3***	***17,772***	***24,397***	***2.5485***	***2.5138***
PITTSBURGH	**2,139.6**	**2,103.4**	**-1.7**	**839.6**	**.5**	**35,177,770**	**33.8**	**31,461**	**41,898**	**15,713,324**	**30.0**	**14,467**	**18,715**	**.8623**	**.7951**
Allegheny	1,380.0	1,345.8	-2.5	548.8	-.3	24,088,875	34.1	32,652	43,894	11,223,221	31.6	15,502	20,450	.5682	.5436

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
PENNSYLVANIA (Pittsburgh, cont.)															
Fayette	160.1	159.8	–.2	61.2	2.2	1,743,055	23.7	23,523	28,481	794,022	16.7	11,356	12,974	.0506	.0440
Washington	214.9	211.8	–1.4	81.2	.6	3,428,121	36.1	31,206	42,218	1,222,639	27.6	11,877	15,057	.0793	.0737
Westmoreland	384.6	386.0	.4	148.4	2.6	5,917,719	34.8	30,355	39,877	2,473,442	29.0	13,263	16,667	.1442	.1338
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,334.2***	***2,293.2***	***–1.8***	***911.3***	***.5***	***38,279,921***	***33.7***	***31,549***	***42,006***	***16,827,438***	***29.8***	***14,286***	***18,465***	***.9352***	***.8617***
READING	**323.7**	**330.6**	**2.1**	**131.1**	**4.5**	**5,660,031**	**42.7**	**31,635**	**43,173**	**3,210,843**	**42.8**	**17,935**	**24,492**	**.1390**	**.1369**
Berks	323.7	330.6	2.1	131.1	4.5	5,660,031	42.7	31,635	43,173	3,210,843	42.8	17,935	24,492	.1390	.1369
SCRANTON - WILKES-BARRE	**731.2**	**741.6**	**1.4**	**289.4**	**3.8**	**10,999,633**	**42.9**	**27,627**	**38,008**	**5,666,148**	**40.3**	**14,495**	**19,579**	**.2713**	**.2657**
Columbia	63.0	63.1	.2	23.6	2.2	912,002	41.9	27,827	38,644	363,762	34.3	11,727	15,414	.0214	.0205
Lackawanna	223.4	219.9	–1.6	85.6	.6	3,304,422	38.9	27,949	38,603	1,840,923	38.2	15,656	21,506	.0854	.0816
Luzerne	333.1	335.2	.6	132.2	3.0	4,912,300	41.9	26,962	37,158	2,577,778	41.3	14,211	19,499	.1225	.1198
Monroe	82.9	93.0	12.2	36.9	15.3	1,448,950	55.0	29,216	39,267	720,772	44.5	15,588	19,533	.0326	.0342
Wyoming	28.8	30.4	5.6	11.1	9.9	421,959	49.8	27,882	38,014	162,913	44.2	11,184	14,677	.0094	.0096
SHARON	**126.6**	**124.4**	**–1.7**	**46.8**	**.6**	**1,655,576**	**26.0**	**28,251**	**35,376**	**699,483**	**20.7**	**12,461**	**14,946**	**.0441**	**.0388**
Mercer	126.6	124.4	–1.7	46.8	.6	1,655,576	26.0	28,251	35,376	699,483	20.7	12,461	14,946	.0441	.0388
STATE COLLEGE	**115.9**	**117.1**	**1.0**	**40.6**	**3.8**	**1,523,565**	**36.7**	**28,514**	**37,526**	**783,047**	**31.6**	**15,218**	**19,287**	**.0403**	**.0379**
Centre	115.9	117.1	1.0	40.6	3.8	1,523,565	36.7	28,514	37,526	783,047	31.6	15,218	19,287	.0403	.0379
WILLIAMSPORT	**118.3**	**116.7**	**–1.4**	**44.3**	**.9**	**1,689,222**	**38.0**	**27,887**	**38,131**	**851,409**	**33.6**	**14,516**	**19,219**	**.0433**	**.0408**
Lycoming	118.3	116.7	–1.4	44.3	.9	1,689,222	38.0	27,887	38,131	851,409	33.6	14,516	19,219	.0433	.0408
YORK	**397.5**	**406.9**	**2.4**	**156.2**	**4.8**	**6,727,200**	**42.4**	**31,680**	**43,068**	**2,730,978**	**37.3**	**13,345**	**17,484**	**.1524**	**.1484**
Adams	70.7	71.8	1.6	26.1	4.0	1,088,148	42.8	30,350	41,691	337,029	39.9	9,597	12,913	.0235	.0230
York	326.8	335.1	2.5	130.1	4.9	5,639,052	42.3	31,949	43,344	2,393,949	36.9	14,104	18,401	.1289	.1254
TOTAL METRO COUNTIES	**10,090.1**	**10,127.4**	**.4**	**3,911.0**	**2.7**	**172,896,740**	**40.1**	**32,397**	**44,208**	**83,868,406**	**38.3**	**15,919**	**21,444**	**4.1324**	**3.9851**
TOTAL STATE	**11,953.5**	**12,009.9**	**.5**	**4,620.8**	**2.8**	**197,918,129**	**39.5**	**31,552**	**42,832**	**94,742,936**	**37.4**	**15,335**	**20,504**	**4.7633**	**4.5771**
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	**894.9**	**911.9**	**1.9**	**341.3**	**3.8**	**16,149,786**	**43.4**	**34,268**	**47,318**	**7,947,508**	**43.0**	**16,912**	**23,286**	**.3755**	**.3712**
Bristol	47.6	47.9	.6	16.3	1.9	817,754	37.6	37,157	50,169	263,071	38.4	11,881	16,139	0177	.0171
Kent	162.3	167.3	3.1	61.3	5.0	3,221,113	45.5	37,913	52,547	1,833,146	44.4	21,733	29,905	.0763	.0764
Providence	581.3	585.9	.8	224.3	2.7	10,121,807	42.0	32,648	45,126	4,736,319	41.2	15,367	21,116	.2355	.2303
Washington	103.7	110.8	6.8	39.4	9.4	1,989,112	49.7	36,899	50,485	1,114,972	49.6	20,698	28,299	.0460	.0474
TOTAL METRO COUNTIES	**894.9**	**911.9**	**1.9**	**341.3**	**3.8**	**16,149,786**	**43.4**	**34,268**	**47,318**	**7,947,508**	**43.0**	**16,912**	**23,286**	**.3755**	**.3712**
TOTAL STATE	**980.5**	**998.7**	**1.9**	**372.8**	**3.8**	**17,925,689**	**43.7**	**34,744**	**48,084**	**8,867,373**	**43.1**	**17,259**	**23,786**	**.4157**	**.4116**
SOUTH CAROLINA															
ANDERSON	**146.6**	**155.2**	**5.9**	**59.5**	**8.4**	**2,161,225**	**50.4**	**26,176**	**36,323**	**1,045,109**	**44.9**	**13,140**	**17,565**	**.0508**	**.0520**
Anderson	146.6	155.2	5.9	59.5	8.4	2,161,225	50.4	26,176	36,323	1,045,109	44.9	13,140	17,565	.0508	.0520
CHARLESTON	**493.7**	**532.1**	**7.8**	**186.7**	**10.1**	**7,057,675**	**49.3**	**27,882**	**37,802**	**3,957,064**	**45.2**	**16,082**	**21,195**	**.1752**	**.1798**
Berkeley	127.7	149.3	16.9	50.5	19.7	1,770,564	59.9	26,237	35,061	445,436	60.6	6,572	8,821	.0347	.0387
Charleston	288.0	291.7	1.3	104.7	3.7	4,154,230	43.1	28,740	39,677	3,079,102	42.4	21,415	29,409	.1163	.1147
Dorchester	78.0	91.1	16.8	31.5	19.8	1,132,881	58.2	27,228	35,964	432,526	51.4	10,860	13,731	.0242	.0264
CHARLOTTE - GASTONIA - ROCK HILL	**1,071.6**	**1,140.3**	**6.4**	**434.2**	**8.9**	**19,011,601**	**51.1**	**31,563**	**43,785**	**10,637,739**	**49.8**	**17,811**	**24,500**	**.4433**	**.4603**
York	123.0	134.6	9.4	48.3	12.1	2,094,638	58.6	30,634	43,367	1,048,203	55.8	15,607	21,702	.0459	.0496
Cabarrus, N. C.	*94.1*	*100.0*	*6.3*	*37.7*	*8.6*	*1,622,476*	*52.2*	*30,714*	*43,036*	*855,427*	*50.3*	*16,402*	*22,690*	*.0371*	*.0388*
Gaston, N. C.	*173.8*	*181.0*	*4.1*	*67.0*	*6.5*	*2,909,072*	*49.4*	*30,947*	*43,419*	*1,436,936*	*47.5*	*15,493*	*21,447*	*.0668*	*.0681*
Lincoln, N. C.	*47.6*	*51.0*	*7.1*	*19.0*	*9.2*	*787,012*	*52.5*	*29,662*	*41,422*	*253,622*	*48.5*	*9,816*	*13,349*	*.0160*	*.0167*
Mecklenburg, N. C.	*447.9*	*477.9*	*6.7*	*189.6*	*9.3*	*8,708,672*	*50.4*	*33,378*	*45,932*	*5,537,551*	*49.8*	*21,301*	*29,206*	*.2090*	*.2169*
Rowan, N. C.	*104.7*	*108.2*	*3.3*	*42.3*	*6.3*	*1,674,319*	*47.2*	*28,576*	*39,582*	*959,708*	*46.2*	*16,494*	*22,608*	*.0411*	*.0415*
Union, N. C.	*80.5*	*87.6*	*8.8*	*30.3*	*11.4*	*1,215,412*	*51.2*	*29,557*	*40,113*	*546,292*	*51.7*	*13,239*	*18,029*	*.0274*	*.0287*
COLUMBIA	**449.0**	**477.2**	**6.3**	**175.5**	**9.1**	**8,213,336**	**55.4**	**32,843**	**46,800**	**4,025,719**	**51.3**	**16,540**	**22,939**	**.1797**	**.1897**
Lexington	167.3	186.4	11.4	70.0	14.0	3,085,884	60.5	31,316	44,084	1,173,774	58.1	12,093	16,768	.0612	.0670
Richland	281.7	290.8	3.2	105.5	6.0	5,127,452	52.5	33,785	48,601	2,851,945	48.6	19,285	27,033	1185	.1227
FLORENCE	**120.6**	**126.2**	**4.6**	**44.9**	**6.9**	**1,532,603**	**46.4**	**24,932**	**34,134**	**1,053,936**	**46.2**	**17,163**	**23,473**	**.0422**	**.0426**
Florence	120.6	126.2	4.6	44.9	6.9	1,532,603	46.4	24,932	34,134	1,053,936	46.2	17,163	23,473	.0422	.0426
GREENVILLE - SPARTANBURG	**616.7**	**646.5**	**4.8**	**247.1**	**7.5**	**9,128,432**	**46.0**	**27,214**	**36,942**	**5,351,632**	**45.7**	**15,985**	**21,658**	**.2300**	**.2323**
Greenville	312.0	327.5	5.0	127.3	7.6	4,457,276	41.1	26,697	35,014	3,076,124	44.1	18,041	24,164	.1219	.1209
Pickens	87.6	92.9	6.1	33.4	9.2	1,395,074	55.0	29,421	41,769	540,804	48.8	11,876	16,192	.0296	.0311
Spartanburg	217.1	226.1	4.1	86.4	6.8	3,276,082	49.2	27,137	37,918	1,734,704	47.5	14,533	20,078	.0785	.0803
TOTAL METRO COUNTIES	**2,068.9**	**2,200.4**	**6.4**	**811.6**	**8.9**	**32,240,893**	**50.8**	**28,695**	**39,725**	**17,320,510**	**47.8**	**15,731**	**21,341**	**.7667**	**.7918**
TOTAL STATE	**3,436.4**	**3,638.2**	**5.9**	**1,331.0**	**8.6**	**50,076,058**	**50.5**	**27,135**	**37,623**	**27,096,013**	**48.3**	**14,904**	**20,358**	**1.2117**	**1.2497**
SOUTH DAKOTA															
RAPID CITY	**77.3**	**81.7**	**5.7**	**31.6**	**8.2**	**1,431,126**	**50.8**	**32,501**	**45,289**	**915,854**	**46.0**	**21,490**	**28,983**	**.0350**	**.0361**
Pennington	77.3	81.7	5.7	31.6	8.2	1,431,126	50.8	32,501	45,289	915,854	46.0	21,490	28,983	.0350	.0361
SIOUX FALLS	**125.2**	**135.4**	**8.1**	**54.1**	**11.1**	**2,725,902**	**58.1**	**35,410**	**50,386**	**1,312,014**	**44.6**	**18,632**	**24,252**	**.0577**	**.0607**
Minnehaha	125.2	135.4	8.1	54.1	11.1	2,725,902	58.1	35,410	50,386	1,312,014	44.6	18,632	24,252	.0577	.0607
TOTAL METRO COUNTIES	**202.5**	**217.1**	**7.2**	**85.7**	**10.0**	**4,157,028**	**55.5**	**34,319**	**48,507**	**2,227,868**	**45.1**	**19,704**	**25,996**	**.0927**	**.0968**
TOTAL STATE	**721.1**	**738.7**	**2.4**	**276.5**	**4.2**	**10,886,906**	**43.6**	**28,571**	**39,374**	**5,520,070**	**39.3**	**14,930**	**19,964**	**.2670**	**.2625**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

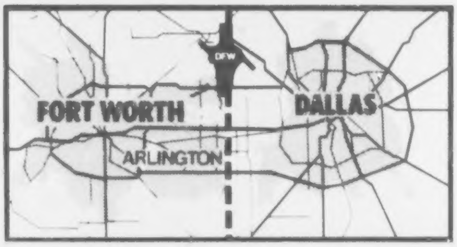
S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
TENNESSEE															
CHATTANOOGA	**433.2**	**435.0**	**.4**	**166.1**	**2.6**	**6,204,925**	**40.7**	**27,241**	**37,357**	**3,870,204**	**40.3**	**17,038**	**23,300**	**.1656**	**.1609**
Hamilton	288.9	287.8	–.4	112.7	1.8	4,393,403	41.1	28,131	38,983	2,965,098	40.1	19,122	26,310	.1190	.1155
Marion	25.5	26.2	2.7	9.8	5.4	317,459	46.0	23,387	32,394	141,666	44.9	10,509	14,456	.0077	.0078
Sequatchie	9.1	9.4	3.3	3.5	6.1	106,216	49.7	21,496	30,347	52,382	47.3	10,778	14,966	.0026	.0027
Catoosa, Ga.	*40.3*	*42.5*	*5.5*	*15.2*	*7.0*	*541,984*	*41.4*	*27,002*	*35,657*	*348,115*	*43.8*	*17,042*	*22,902*	*.0147*	*.0146*
Dade, Ga.	*12.8*	*12.9*	*.8*	*4.2*	*.0*	*129,222*	*31.0*	*23,482*	*30,767*	*49,001*	*25.4*	*9,307*	*11,667*	*.0035*	*.0032*
Walker, Ga.	*56.6*	*56.2*	*–.7*	*20.7*	*2.5*	*716,641*	*36.3*	*26,026*	*34,620*	*313,942*	*38.2*	*11,246*	*15,166*	*.0181*	*.0171*
CLARKSVILLE - HOPKINSVILLE	**158.9**	**162.4**	**2.2**	**54.5**	**4.8**	**2,218,518**	**50.8**	**28,298**	**40,707**	**1,131,961**	**46.6**	**14,848**	**20,770**	**.0533**	**.0546**
Montgomery	91.4	96.1	5.1	33.9	7.6	1,311,804	52.1	27,374	38,696	711,064	49.3	15,120	20,975	.0316	.0329
Christian, Ky.	*67.5*	*66.3*	*–1.8*	*20.6*	*.5*	*906,714*	*48.8*	*29,718*	*44,015*	*420,897*	*42.3*	*14,431*	*20,432*	*.0217*	*.0217*
JACKSON	**78.2**	**80.4**	**2.8**	**31.0**	**5.1**	**1,200,166**	**50.1**	**27,096**	**38,715**	**950,712**	**46.8**	**21,953**	**30,668**	**.0329**	**.0337**
Madison	78.2	80.4	2.8	31.0	5.1	1,200,166	50.1	27,096	38,715	950,712	46.8	21,953	30,668	.0329	.0337
JOHNSON CITY - KINGSPORT - BRISTOL	**450.1**	**459.6**	**2.1**	**174.3**	**3.9**	**6,537,032**	**46.2**	**26,658**	**37,504**	**3,557,806**	**44.0**	**14,729**	**20,412**	**.1622**	**.1621**
Carter	51.4	52.0	1.2	20.4	3.6	637,296	46.7	22,058	31,240	200,499	38.8	7,333	9,828	.0144	.0142
Hawkins	47.1	49.1	4.2	18.2	5.8	730,736	56.2	27,200	40,150	207,944	50.3	8,045	11,425	.0144	.0152
Sullivan	147.6	149.4	1.2	59.2	3.5	2,435,390	47.7	28,819	41,138	1,538,573	44.5	18,613	25,989	.0615	.0617
Unicoi	16.8	17.1	1.8	6.7	4.7	228,773	49.8	23,857	34,145	53,548	36.6	6,124	7,992	.0048	.0048
Washington	93.6	96.6	3.2	36.5	5.8	1,301,108	44.5	26,106	35,647	893,945	44.5	17,931	24,492	.0354	.0353
Bristol city, Va.	*18.4*	*17.9*	*–2.7*	*7.3*	*.0*	*248,362*	*33.2*	*25,539*	*34,022*	*319,856*	*45.3*	*30,160*	*43,816*	*.0091*	*.0088*
Scott, Va.	*25.6*	*25.9*	*1.2*	*8.9*	*1.1*	*346,714*	*45.0*	*27,180*	*38,957*	*155,128*	*41.5*	*12,457*	*17,430*	*.0084*	*.0083*
Washington, Va.	*49.6*	*51.6*	*4.0*	*17.1*	*3.0*	*608,653*	*38.1*	*26,553*	*35,594*	*188,313*	*39.4*	*8,136*	*11,012*	*.0142*	*.0138*
KNOXVILLE	**599.3**	**620.5**	**3.5**	**244.7**	**5.9**	**9,540,271**	**49.0**	**27,698**	**38,988**	**6,737,772**	**46.5**	**19,905**	**27,535**	**.2498**	**.2546**
Anderson	70.1	71.5	2.0	28.1	4.1	1,250,600	49.2	31,035	44,505	634,572	45.7	16,136	22,583	.0285	.0290
Blount	83.9	88.1	5.0	34.1	7.6	1,273,774	50.1	26,767	37,354	849,263	48.5	18,039	24,905	.0327	.0337
Grainger	17.4	17.8	2.3	6.6	4.8	156,130	35.2	18,331	23,656	29,539	31.4	3,568	4,476	.0038	.0037
Jefferson	34.0	36.0	5.9	13.2	8.2	521,869	59.0	26,907	39,536	139,391	48.0	7,720	10,560	.0102	.0107
Knox	331.7	338.4	2.0	136.5	4.4	5,551,231	47.9	28,714	40,668	4,447,826	45.3	23,428	32,585	.1524	.1540
Sevier	49.5	55.3	11.7	21.0	13.5	660,099	53.5	23,248	31,433	607,637	54.3	21,286	28,935	.0193	.0206
Union	12.7	13.4	5.5	5.2	10.6	126,568	44.1	18,694	24,340	29,544	47.7	4,257	5,682	.0029	.0029
MEMPHIS	**956.6**	**979.1**	**2.4**	**358.5**	**4.7**	**14,976,938**	**48.5**	**29,448**	**41,777**	**9,609,297**	**44.9**	**19,371**	**26,804**	**.3825**	**.3866**
Shelby	807.4	821.4	1.7	304.7	4.1	13,004,099	48.1	30,009	42,678	8,609,556	45.1	20,273	28,256	.3343	.3372
Tipton	35.5	37.2	4.8	13.0	7.4	414,094	45.8	23,471	31,853	144,380	36.0	8,776	11,106	.0098	.0098
Crittenden, Ark.	*50.1*	*49.8*	*–.6*	*16.9*	*1.2*	*538,983*	*36.3*	*23,680*	*31,892*	*559,460*	*38.9*	*24,115*	*33,104*	*.0189*	*.0181*
De Soto, Miss.	*63.6*	*70.7*	*11.2*	*23.9*	*14.4*	*1,019,762*	*64.5*	*29,665*	*42,668*	*295,901*	*56.0*	*9,074*	*12,381*	*.0195*	*.0215*
NASHVILLE	**936.4**	**995.8**	**6.3**	**378.3**	**8.5**	**17,811,447**	**56.0**	**32,753**	**47,083**	**9,209,090**	**48.9**	**17,735**	**24,343**	**.3942**	**.4153**
Cheatham	26.6	30.2	13.5	10.4	16.9	396,787	60.5	27,779	38,153	109,318	60.1	7,674	10,511	.0078	.0086
Davidson	494.9	505.5	2.1	204.9	4.6	9,683,328	50.4	32,863	47,259	6,450,061	46.6	22,461	31,479	.2381	.2434
Dickson	33.3	35.7	7.2	13.1	8.3	503,077	53.9	27,015	38,403	233,388	50.9	12,786	17,816	.0113	.0120
Robertson	41.0	43.6	6.3	15.4	7.7	601,791	53.2	27,462	39,077	207,998	46.4	9,933	13,506	.0128	.0133
Rutherford	103.1	116.7	13.2	42.1	16.3	2,169,628	72.4	34,763	51,535	792,606	59.8	13,702	18,827	.0396	.0456
Sumner	97.7	105.5	8.0	37.0	10.4	1,695,370	57.2	32,189	45,821	583,954	54.0	11,319	15,783	.0338	.0362
Williamson	73.4	85.0	15.8	29.0	18.4	1,622,281	67.9	39,427	55,941	462,817	51.6	12,459	15,959	.0285	.0319
Wilson	66.4	73.6	10.8	26.4	13.3	1,139,185	59.7	30,622	43,151	368,948	54.6	10,244	13,975	.0223	.0243
TOTAL METRO COUNTIES	**3,228.2**	**3,339.0**	**3.4**	**1,272.6**	**5.7**	**53,432,262**	**50.3**	**29,536**	**41,987**	**32,416,229**	**46.0**	**18,443**	**25,472**	**1.3124**	**1.3407**
TOTAL STATE	**4,852.5**	**5,012.1**	**3.3**	**1,898.9**	**5.6**	**74,273,534**	**49.6**	**27,606**	**39,114**	**41,988,003**	**45.6**	**16,038**	**22,112**	**1.8173**	**1.8489**
TEXAS															
ABILENE	**123.1**	**131.3**	**6.7**	**48.1**	**9.1**	**1,935,931**	**46.8**	**29,904**	**40,248**	**1,709,692**	**47.9**	**26,207**	**35,545**	**.0557**	**.0570**
Taylor	123.1	131.3	6.7	48.1	9.1	1,935,931	46.8	29,904	40,248	1,709,692	47.9	26,207	35,545	.0557	.0570
AMARILLO	**198.3**	**215.4**	**8.6**	**83.5**	**10.6**	**3,620,446**	**49.2**	**32,146**	**43,359**	**1,952,493**	**38.1**	**18,727**	**23,383**	**.0859**	**.0866**
Potter	106.5	111.4	4.6	43.9	6.0	1,484,748	37.8	26,032	33,821	1,392,754	36.9	24,582	31,726	.0475	.0459
Randall	91.8	104.0	13.3	39.6	16.1	2,135,698	58.3	39,569	53,932	559,739	41.3	11,618	14,135	.0384	.0407
AUSTIN	**732.9**	**860.4**	**17.4**	**336.5**	**20.3**	**15,880,155**	**66.7**	**34,055**	**47,192**	**7,114,503**	**50.5**	**16,907**	**21,143**	**.3162**	**.3523**
Hays	56.4	66.2	17.4	22.0	20.9	965,294	69.0	31,378	43,877	345,832	49.2	12,739	15,720	.0189	.0213
Travis	560.5	655.8	17.0	268.6	20.3	12,782,131	67.2	34,247	47,588	6,098,150	50.5	18,158	22,703	.2567	.2860
Williamson	116.0	138.4	19.3	45.9	19.8	2,132,730	62.8	34,208	46,465	670,521	51.0	11,596	14,608	.0406	.0450
BEAUMONT - PORT ARTHUR	**393.6**	**401.6**	**2.0**	**145.6**	**3.5**	**6,603,894**	**40.4**	**33,427**	**45,356**	**3,256,449**	**32.1**	**17,524**	**22,366**	**.1614**	**.1541**
Hardin	46.1	49.7	7.8	16.7	7.7	679,446	42.7	30,716	40,685	231,780	29.0	11,588	13,879	.0154	.0151
Jefferson	257.9	259.1	.5	96.2	1.8	4,339,074	38.2	33,233	45,105	2,318,318	29.4	18,964	24,099	.1102	.1034
Orange	89.6	92.8	3.6	32.7	6.5	1,585,374	45.9	35,394	48,482	706,351	43.0	16,088	21,601	.0358	.0356
BRAZORIA	**205.8**	**231.5**	**12.5**	**76.7**	**14.1**	**4,268,725**	**56.1**	**40,684**	**55,655**	**1,359,969**	**42.1**	**14,238**	**17,731**	**.0823**	**.0868**
Brazoria	205.8	231.5	12.5	76.7	14.1	4,268,725	56.1	40,684	55,655	1,359,969	42.1	14,238	17,731	.0823	.0868
BROWNSVILLE - HARLINGEN	**251.7**	**279.8**	**11.2**	**80.8**	**12.5**	**2,625,766**	**51.5**	**24,144**	**32,497**	**2,002,734**	**47.8**	**18,875**	**24,786**	**.0773**	**.0808**
Cameron	251.7	279.8	11.2	80.8	12.5	2,625,766	51.5	24,144	32,497	2,002,734	47.8	18,875	24,786	.0773	.0808
BRYAN - COLLEGE STATION	**120.9**	**140.3**	**16.0**	**52.9**	**20.0**	**2,344,964**	**69.2**	**31,422**	**44,328**	**1,307,663**	**59.2**	**18,624**	**24,720**	**.0498**	**.0567**
Brazos	120.9	140.3	16.0	52.9	20.0	2,344,964	69.2	31,422	44,328	1,307,663	59.2	18,624	24,720	.0498	.0567
CORPUS CHRISTI	**365.6**	**390.0**	**6.7**	**130.4**	**8.6**	**5,452,783**	**45.9**	**31,129**	**41,816**	**3,174,526**	**37.7**	**19,191**	**24,345**	**.1396**	**.1387**
Nueces	302.0	323.4	7.1	109.2	8.8	4,645,106	47.0	31,471	42,538	2,772,670	37.7	20,051	25,391	.1187	.1185
San Patricio	63.6	66.6	4.7	21.2	7.6	807,677	39.5	29,383	38,098	401,856	37.8	14,808	18,955	.0209	.0202
DALLAS	**2,378.0**	**2,666.3**	**12.1**	**1,017.6**	**14.3**	**52,789,885**	**56.9**	**37,769**	**51,877**	**25,242,624**	**46.3**	**19,380**	**24,806**	**1.1108**	**1.1782**
Collin	211.9	251.7	18.8	82.8	19.8	5,347,111	68.1	46,026	64,579	2,089,514	65.9	18,229	25,236	.0964	.1112

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
TEXAS (Dallas, cont.)															
Dallas	1,810.0	1,995.1	10.2	788.3	12.9	39,850,137	54.3	36,994	50,552	20,804,802	44.5	20,623	26,392	.8747	.9128
Denton	205.5	243.6	18.5	86.7	20.1	4,889,992	67.1	40,534	56,401	1,406,254	47.8	13,181	16,220	.0853	.0957
Ellis	76.0	88.1	15.9	29.6	16.5	1,319,116	60.1	32,445	44,565	447,495	46.6	12,021	15,118	.0264	.0285
Kaufman	50.3	58.5	16.3	19.7	15.2	819,847	56.5	30,644	41,617	354,461	43.2	14,479	17,993	.0180	.0191
Rockwall	24.3	29.3	20.6	10.5	22.1	563,682	59.8	41,018	53,684	140,098	45.3	11,212	13,343	.0100	.0109
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,603.8***	***4,086.6***	***13.4***	***1,551.0***	***15.5***	***78,640,885***	***58.4***	***36,977***	***50,703***	***37,813,511***	***47.7***	***19,071***	***24,380***	***1.6493***	***1.7671***
EL PASO	**557.1**	**608.0**	**9.1**	**183.4**	**10.5**	**6,991,257**	**49.2**	**28,241**	**38,120**	**3,339,429**	**35.3**	**14,880**	**18,208**	**.1745**	**.1760**
El Paso	557.1	608.0	9.1	183.4	10.5	6,991,257	49.2	28,241	38,120	3,339,429	35.3	14,880	18,208	.1745	.1760
FORT WORTH - ARLINGTON	**1,225.8**	**1,420.3**	**15.9**	**533.4**	**18.1**	**25,851,000**	**61.6**	**35,417**	**48,465**	**12,570,887**	**50.7**	**18,462**	**23,567**	**.5385**	**.5889**
Johnson	93.4	109.5	17.2	38.2	17.9	1,701,138	60.4	32,738	44,532	667,508	53.8	13,397	17,474	.0343	.0377
Parker	59.1	69.0	16.8	24.9	18.0	1,105,398	61.0	32,535	44,393	320,106	43.7	10,560	12,856	.0208	.0228
Tarrant	1,073.3	1,241.8	15.7	470.3	18.1	23,044,464	61.7	35,788	48,999	11,583,273	50.8	19,292	24,630	.4834	.5284
GALVESTON - TEXAS CITY	**218.9**	**234.5**	**7.1**	**86.3**	**8.8**	**4,082,018**	**47.5**	**34,899**	**47,300**	**1,887,265**	**41.5**	**16,817**	**21,869**	**.0916**	**.0924**
Galveston	218.9	234.5	7.1	86.3	8.8	4,082,018	47.5	34,899	47,300	1,887,265	41.5	16,817	21,869	.0916	.0924
HOUSTON	**3,232.2**	**3,567.9**	**10.4**	**1,325.0**	**12.3**	**64,794,023**	**48.8**	**36,913**	**48,901**	**29,704,390**	**36.2**	**18,485**	**22,418**	**1.4387**	**1.4510**
Fort Bend	202.5	241.7	19.4	77.9	21.9	4,424,254	62.0	42,729	56,794	880,809	46.3	9,422	11,307	.0746	.0825
Harris	2,770.0	3,025.4	9.2	1,147.1	11.4	55,839,229	47.6	36,742	48,679	27,026,095	35.3	19,400	23,560	1.2683	1.2670
Liberty	57.0	63.9	12.1	22.4	12.6	920,473	52.3	30,365	41,093	435,908	40.5	15,587	19,460	.0211	.0219
Montgomery	178.8	210.2	17.6	69.5	18.4	3,260,687	52.6	36,396	46,916	887,746	39.7	10,822	12,773	.0634	.0667
Waller	23.9	26.7	11.7	8.1	14.1	349,370	53.6	32,037	43,132	473,832	71.4	38,926	58,498	.0113	.0129
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,656.9***	***4,033.9***	***10.3***	***1,488.0***	***12.2***	***73,144,766***	***49.2***	***36,984***	***49,156***	***32,951,624***	***36.8***	***18,170***	***22,145***	***1.6126***	***1.6302***
KILLEEN - TEMPLE	**243.2**	**261.7**	**7.6**	**85.0**	**9.3**	**3,605,011**	**50.8**	**30,725**	**42,412**	**1,660,597**	**44.5**	**14,774**	**19,536**	**.0835**	**.0858**
Bell	176.5	189.5	7.4	65.9	8.6	2,491,598	46.9	27,947	37,809	1,492,446	45.0	16,956	22,647	.0639	.0648
Coryell	66.7	72.2	8.2	19.1	11.7	1,113,413	60.4	40,587	58,294	168,151	39.9	7,029	8,804	.0196	.0210
LAREDO	**119.8**	**134.5**	**12.3**	**36.1**	**13.5**	**1,124,692**	**51.2**	**23,395**	**31,155**	**1,723,298**	**69.6**	**31,952**	**47,737**	**.0429**	**.0480**
Webb	119.8	134.5	12.3	36.1	13.5	1,124,692	51.2	23,395	31,155	1,723,298	69.6	31,952	47,737	.0429	.0480

ONE MAJOR MARKET



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S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES

STATE S&MM METRO AREA County	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total Households (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
TEXAS (cont.)															
LONGVIEW - MARSHALL	171.4	184.8	7.8	67.6	8.9	2,906,271	49.2	31,378	42,992	1,818,381	39.7	20,964	26,899	.0733	.0738
Gregg	114.0	123.9	8.7	46.0	9.5	1,980,456	48.9	31,664	43,053	1,419,037	39.1	24,285	30,849	.0524	.0527
Hurrison	57.4	60.9	6.1	21.6	7.5	925,815	49.6	30,780	42,862	399,344	41.7	14,024	18,488	.0209	.0211
LUBBOCK	220.7	225.2	2.0	81.8	4.5	3,312,929	39.4	30,358	40,500	2,045,566	32.0	19,791	25,007	.0895	.0850
Lubbock	220.7	225.2	2.0	81.8	4.5	3,312,929	39.4	30,358	40,500	2,045,566	32.0	19,791	25,007	.0895	.0850
McALLEN - EDINBURG - MISSION	360.8	417.9	15.8	115.5	17.3	3,519,227	55.2	23,019	30,469	2,400,440	42.8	17,071	20,783	.1017	.1077
Hidalgo	360.8	417.9	15.8	115.5	17.3	3,519,227	55.2	23,019	30,469	2,400,440	42.8	17,071	20,783	.1017	.1077
MIDLAND	114.8	135.0	17.6	50.3	19.8	2,947,530	64.0	42,781	58,599	1,903,426	63.8	27,662	37,841	.0631	.0717
Midland	114.8	135.0	17.6	50.3	19.8	2,947,530	64.0	42,781	58,599	1,903,426	63.8	27,662	37,841	.0631	.0717
ODESSA	136.8	151.2	10.5	56.3	13.3	2,781,305	55.5	35,982	49,402	2,191,429	55.1	28,421	38,924	.0700	.0751
Ector	136.8	151.2	10.5	56.3	13.3	2,781,305	55.5	35,982	49,402	2,191,429	55.1	28,421	38,924	.0700	.0751
SAN ANGELO	98.4	107.2	8.9	39.9	10.8	1,797,905	53.9	32,447	45,060	1,146,200	49.2	21,347	28,727	.0433	.0454
Tom Green	98.4	107.2	8.9	39.9	10.8	1,797,905	53.9	32,447	45,060	1,146,200	49.2	21,347	28,727	.0433	.0454
SAN ANTONIO	1,251.2	1,378.6	10.2	477.8	13.0	20,444,226	55.0	31,204	42,788	10,465,012	45.6	17,003	21,902	.4705	.4935
Bexar	1,144.8	1,255.1	9.6	433.2	12.5	18,491,969	54.2	31,148	42,687	9,915,833	45.6	17,685	22,890	.4337	.4533
Comal	48.6	56.7	16.7	21.1	19.2	981,026	64.5	33,701	46,494	287,219	46.0	11,114	13,612	.0180	.0199
Guadalupe	57.8	66.8	15.6	23.5	16.9	971,231	60.6	30,078	41,329	261,960	42.9	9,122	11,147	.0188	.0203
SHERMAN - DENISON	97.9	103.5	5.7	40.2	6.6	1,691,342	46.5	30,618	42,073	771,818	33.5	15,336	19,199	.0392	.0386
Grayson	97.9	103.5	5.7	40.2	6.6	1,691,342	46.5	30,618	42,073	771,818	33.5	15,336	19,199	.0392	.0386
TEXARKANA	121.6	127.1	4.5	47.2	5.6	1,705,833	44.2	26,468	36,141	1,101,684	42.6	17,286	23,341	.0455	.0455
Bowie	82.7	87.6	5.9	32.6	6.5	1,155,859	43.0	26,416	35,456	833,680	43.7	18,962	25,573	.0321	.0321
Miller, Ark.	*38.9*	*39.5*	*1.5*	*14.6*	*3.5*	*549,974*	*46.7*	*26,583*	*37,669*	*268,004*	*39.3*	*13,648*	*18,356*	*.0134*	*.0134*
TYLER	156.2	176.5	13.0	65.6	14.9	3,036,877	58.9	33,474	46,294	1,388,423	41.9	17,137	21,165	.0647	.0687
Smith	156.2	176.5	13.0	65.6	14.9	3,036,877	58.9	33,474	46,294	1,388,423	41.9	17,137	21,165	.0647	.0687
VICTORIA	78.2	84.1	7.5	29.3	9.7	1,250,252	46.4	31,982	42,671	783,906	35.4	21,680	26,754	.0325	.0321
Victoria	78.2	84.1	7.5	29.3	9.7	1,250,252	46.4	31,982	42,671	783,906	35.4	21,680	26,754	.0325	.0321
WACO	190.7	203.6	6.8	75.1	7.9	2,929,721	47.6	28,517	39,011	1,507,380	34.9	16,056	20,072	.0717	.0714
McLennan	190.7	203.6	6.8	75.1	7.9	2,929,721	47.6	28,517	39,011	1,507,380	34.9	16,056	20,072	.0717	.0714
WICHITA FALLS	126.8	129.3	2.0	47.4	3.3	1,957,896	39.3	30,621	41,306	1,322,079	37.7	20,922	27,892	.0536	.0516
Wichita	126.8	129.3	2.0	47.4	3.3	1,957,896	39.3	30,621	41,306	1,322,079	37.7	20,922	27,892	.0536	.0516
TOTAL METRO COUNTIES	13,453.5	14,928.0	11.0	5,400.7	13.1	251,701,890	53.5	34,329	46,605	126,584,259	43.1	18,512	23,438	5.6539	5.8800
TOTAL STATE	16,738.1	18,451.5	10.2	6,662.5	12.1	296,904,520	52.2	32,826	44,564	147,021,728	42.2	17,397	22,067	6.7499	6.9703
UTAH															
PROVO - OREM	253.9	273.1	7.6	74.2	8.2	2,569,104	44.7	25,874	34,624	1,137,244	30.3	12,725	15,327	.0685	.0674
Utah	253.9	273.1	7.6	74.2	8.2	2,569,104	44.7	25,874	34,624	1,137,244	30.3	12,725	15,327	.0685	.0674
SALT LAKE CITY - OGDEN	1,052.5	1,139.5	8.3	371.9	9.4	16,345,369	56.6	30,695	43,951	7,904,538	45.7	15,953	21,254	.3718	.3906
Davis	180.9	204.0	12.8	57.9	14.4	2,481,967	57.4	31,165	42,866	1,107,406	54.7	14,145	19,126	.0559	.0603
Salt Lake	709.7	763.7	7.6	254.8	8.6	11,426,653	56.8	31,065	44,846	5,509,532	44.2	16,284	21,623	.2582	.2704
Weber	161.9	171.8	6.1	59.2	8.0	2,436,749	55.1	28,672	41,161	1,287,600	45.0	16,205	21,750	.0577	.0599
TOTAL METRO COUNTIES	1,306.4	1,412.6	8.1	446.1	9.2	18,914,473	54.9	29,885	42,400	9,041,782	43.6	15,411	20,269	.4403	.4580
TOTAL STATE	1,704.2	1,848.3	8.5	577.5	9.1	24,069,852	54.9	29,362	41,679	11,656,038	44.2	15,275	20,184	.5650	.5891
VERMONT															
BURLINGTON	129.4	135.4	4.6	49.6	6.9	2,369,083	49.9	34,063	47,764	1,621,111	48.1	23,599	32,684	.0592	.0610
Chittenden	124.2	129.8	4.5	47.8	7.2	2,298,366	50.2	34,302	48,083	1,607,727	48.3	24,308	33,634	.0578	.0596
Grand Isle	5.2	5.6	7.7	1.8	.0	70,717	39.6	28,137	39,287	13,384	23.3	6,031	7,436	.0014	.0014
TOTAL METRO COUNTIES	129.4	135.4	4.6	49.6	6.9	2,369,083	49.9	34,063	47,764	1,621,111	48.1	23,599	32,684	.0592	.0610
TOTAL STATE	544.0	564.2	3.7	214.3	6.0	8,428,623	46.4	28,491	39,331	5,749,751	45.5	19,556	26,830	.2216	.2235
VIRGINIA															
CHARLOTTESVILLE	122.7	129.2	5.3	49.8	7.8	2,298,842	47.9	33,646	46,161	1,300,489	45.3	19,367	26,114	.0542	.0551
Albemarle	61.4	65.3	6.4	24.9	9.2	1,342,040	50.8	39,031	53,897	443,345	50.0	12,964	17,805	.0260	.0270
Charlottesville city	40.9	41.8	2.2	16.9	3.0	615,828	36.8	27,447	36,440	786,165	41.9	33,774	46,519	.0221	.0215
Fluvanna	11.4	12.1	6.1	4.5	12.5	181,249	55.0	29,225	40,278	38,170	54.4	6,182	8,482	.0033	.0035
Greene	9.0	10.0	11.1	3.5	16.7	159,725	63.8	32,507	45,636	32,809	59.6	6,854	9,374	.0028	.0031
DANVILLE	112.5	112.3	-.2	41.0	1.2	1,596,142	38.1	28,540	38,930	666,041	35.0	12,179	16,245	.0385	.0367
Danville city	45.0	44.3	-1.6	17.5	.0	667,267	35.6	28,111	38,130	498,746	33.5	21,345	28,500	.0195	.0182
Pittsylvania	67.5	68.0	.7	23.5	2.2	928,875	39.9	28,866	39,527	167,295	39.8	5,205	7,119	.0190	.0185
LYNCHBURG	148.4	152.8	3.0	52.9	4.1	2,386,156	43.0	32,847	45,107	1,275,606	42.7	17,600	24,114	.0584	.0576
Amherst	30.7	31.8	3.6	10.4	6.1	449,260	44.7	31,682	43,198	177,604	44.8	12,512	17,077	.0102	.0102
Campbell	48.6	50.8	4.5	16.1	3.2	732,504	42.0	33,059	45,497	177,549	41.5	8,043	11,028	.0152	.0149
Lynchburg city	69.1	70.2	1.6	26.4	3.9	1,204,392	43.0	33,165	45,621	920,453	42.5	25,434	34,866	.0330	.0325
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	1,306.7	1,394.9	6.7	481.8	8.4	22,787,417	48.8	34,450	47,296	11,236,244	46.2	17,284	23,321	.5209	.5328
Chesapeake city	134.9	149.7	11.0	49.9	13.2	2,340,567	53.7	34,540	46,905	935,453	54.1	13,762	18,747	.0490	.0521
Gloucester	27.1	31.8	17.3	11.4	17.5	419,677	55.1	27,895	36,814	159,337	44.0	11,407	13,977	.0091	.0096
Hampton city	126.4	127.4	.8	45.0	2.5	2,064,499	39.7	33,656	45,878	1,485,953	39.9	24,196	33,021	.0567	.0549
James City	26.1	28.7	10.0	10.1	11.0	521,230	52.3	37,620	51,607	177,458	51.4	12,880	17,570	.0103	.0108

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
VIRGINIA (cont.)															
Newport News city	159.4	166.4	4.4	60.5	6.1	2,462,099	42.0	30,425	40,696	1,288,082	41.7	15,950	21,291	.0607	.0598
Norfolk city	277.9	271.0	−2.5	94.3	−.7	4,133,854	35.7	32,072	43,837	2,408,654	35.7	18,691	25,542	.1101	.1035
Poquoson city	10.3	11.4	10.7	3.7	12.1	184,009	49.3	37,352	49,732	46,081	51.3	9,231	12,454	.0036	.0037
Portsmouth city	111.5	114.8	3.0	40.5	3.3	1,679,482	41.9	30,198	41,469	780,151	40.1	14,204	19,263	.0404	.0396
Suffolk city	51.4	53.9	4.9	18.2	5.8	777,650	45.2	31,145	42,728	519,267	44.9	20,840	28,531	.0205	.0207
Virginia Beach city	328.4	380.7	15.9	130.0	18.3	7,175,025	62.5	40,179	55,193	2,719,609	57.2	15,745	20,920	.1362	.1514
Williamsburg city	11.2	12.0	7.1	3.9	14.7	202,333	56.5	38,017	51,880	525,361	73.6	88,987	134,708	.0093	.0107
York	42.1	47.1	11.9	14.3	11.7	826,992	54.9	41,716	57,832	190,838	53.7	9,698	13,345	.0150	.0160
RICHMOND - PETERSBURG	**817.5**	**856.2**	**4.7**	**310.6**	**5.5**	**14,944,795**	**44.2**	**35,205**	**48,116**	**7,658,351**	**44.2**	**18,036**	**24,657**	**.3490**	**.3491**
Charles City	6.9	6.9	.0	2.0	.0	81,132	33.5	30,386	40,566	2,806	22.5	1,146	1,403	.0017	.0016
Chesterfield	170.4	191.6	12.4	62.8	12.9	3,585,029	53.4	42,030	57,086	1,452,140	53.9	16,973	23,123	.0723	.0772
Colonial Heights city	17.4	18.0	3.4	6.1	1.7	250,129	30.3	31,995	41,005	121,785	34.7	15,071	19,965	.0065	.0060
Dinwiddie	22.0	21.6	−1.8	5.7	−6.6	262,050	28.4	33,459	45,974	39,406	28.0	5,046	6,913	.0060	.0053
Goochland	13.1	13.9	6.1	4.4	4.8	237,545	45.1	38,989	53,988	44,272	43.6	7,338	10,062	.0043	.0045
Hanover	57.3	62.2	8.6	20.1	8.1	1,146,220	49.9	41,115	57,026	484,323	48.7	17,506	24,096	.0241	.0250
Henrico	198.5	210.9	6.2	81.4	8.0	4,166,749	46.8	37,639	51,189	2,234,081	47.2	20,133	27,446	.0947	.0965
Hopewell city	23.8	24.0	.8	9.0	1.1	417,690	41.5	33,167	46,410	173,949	37.4	14,224	19,328	.0095	.0093
New Kent	10.8	12.3	13.9	4.3	13.2	204,319	55.0	34,700	47,516	27,618	38.0	5,266	6,423	.0035	.0038
Petersburg city	41.2	41.1	−.2	15.8	2.6	509,309	32.9	24,891	32,235	490,394	46.4	21,751	31,038	.0166	.0160
Powhatan	13.9	14.3	2.9	3.8	.0	200,456	39.0	37,951	52,752	36,823	37.8	7,032	9,690	.0042	.0040
Prince George	25.9	25.6	−1.2	6.2	−4.6	323,754	29.7	38,398	52,218	109,241	30.0	12,925	17,620	.0081	.0073
Richmond city	216.3	213.8	−1.2	89.0	1.0	3,560,413	36.9	29,511	40,005	2,441,513	37.5	20,156	27,433	.0975	.0926
ROANOKE	**227.1**	**231.6**	**2.0**	**87.6**	**2.1**	**3,658,654**	**37.1**	**31,097**	**41,765**	**1,932,745**	**36.4**	**16,512**	**22,063**	**.0923**	**.0880**
Botetourt	25.5	27.1	6.3	9.3	5.7	353,447	38.9	28,919	38,005	89,501	40.0	7,265	9,624	.0077	.0075
Roanoke	76.2	78.1	2.5	25.3	.0	1,300,205	35.8	37,852	51,392	419,049	36.2	12,160	16,563	.0286	.0270
Roanoke city	100.9	101.2	.3	43.8	2.6	1,591,727	37.6	27,082	36,341	1,184,120	38.9	19,962	27,035	.0450	.0433
Salem city	24.5	25.2	2.9	9.2	2.2	413,275	37.9	33,287	44,921	240,075	24.5	21,423	26,095	.0110	.0102
TOTAL METRO COUNTIES	**4,152.6**	**4,421.1**	**6.5**	**1,601.1**	**7.7**	**87,210,307**	**49.0**	**39,378**	**54,469**	**41,418,780**	**47.8**	**18,849**	**25,869**	**1.8929**	**1.9443**
TOTAL STATE	**5,845.1**	**6,171.4**	**5.6**	**2,203.1**	**6.7**	**110,375,346**	**47.2**	**36,298**	**50,100**	**52,102,185**	**47.0**	**17,164**	**23,649**	**2.4582**	**2.5007**
WASHINGTON															
BELLINGHAM	**116.1**	**122.0**	**5.1**	**48.2**	**7.6**	**1,805,095**	**44.3**	**27,920**	**37,450**	**904,266**	**36.4**	**14,796**	**18,761**	**.0440**	**.0433**
Whatcom	116.1	122.0	5.1	48.2	7.6	1,805,095	44.3	27,920	37,450	904,266	36.4	14,796	18,761	.0440	.0433
BREMERTON	**170.9**	**186.6**	**9.2**	**71.2**	**12.1**	**3,095,092**	**53.4**	**31,771**	**43,470**	**1,076,601**	**46.1**	**11,604**	**15,121**	**.0628**	**.0657**
Kitsap	170.9	186.6	9.2	71.2	12.1	3,095,092	53.4	31,771	43,470	1,076,601	46.1	11,604	15,121	.0628	.0657
OLYMPIA	**146.7**	**162.5**	**10.8**	**65.0**	**13.4**	**2,815,427**	**57.2**	**31,260**	**43,314**	**1,284,266**	**56.1**	**14,361**	**19,758**	**.0588**	**.0636**
Thurston	146.7	162.5	10.8	65.0	13.4	2,815,427	57.2	31,260	43,314	1,284,266	56.1	14,361	19,758	.0588	.0636
RICHLAND - KENNEWICK - PASCO	**142.5**	**139.5**	**−2.1**	**50.3**	**−1.8**	**2,670,212**	**38.5**	**37,654**	**53,086**	**1,107,718**	**35.9**	**15,916**	**22,022**	**.0606**	**.0576**
Benton	106.6	104.0	−2.4	37.3	−2.6	2,096,778	38.0	39,680	56,214	768,655	35.5	14,814	20,607	.0457	.0433
Franklin	35.9	35.5	−1.1	13.0	.8	573,434	40.5	31,640	44,110	339,063	37.0	19,186	26,082	.0149	.0143
SEATTLE	**1,758.2**	**1,860.5**	**5.8**	**764.3**	**8.4**	**40,825,824**	**52.6**	**37,922**	**53,416**	**17,965,850**	**46.7**	**17,358**	**23,506**	**.8420**	**.8732**
King	1,371.4	1,440.0	5.0	601.3	7.6	32,747,922	51.9	38,568	54,462	14,767,366	46.3	18,058	24,559	.6794	.7014
Snohomish	386.8	420.5	8.7	163.0	11.3	8,077,902	55.6	35,457	49,558	3,198,484	48.8	14,686	19,623	.1626	.1718
SEATTLE - TACOMA CONSOLIDATED AREA	***2,295.5***	***2,430.0***	***5.9***	***985.5***	***8.4***	***48,554,959***	***49.9***	***35,634***	***49,269***	***22,106,254***	***45.8***	***16,681***	***22,432***	***1.0402***	***1.0660***
SPOKANE	**358.1**	**367.2**	**2.5**	**147.9**	**5.0**	**5,132,866**	**36.9**	**26,615**	**34,705**	**2,906,368**	**36.9**	**15,065**	**19,651**	**.1355**	**.1295**
Spokane	358.1	367.2	2.5	147.9	5.0	5,132,866	36.9	26,615	34,705	2,906,368	36.9	15,065	19,651	.1355	.1295
TACOMA	**537.3**	**569.5**	**6.0**	**221.2**	**8.6**	**7,729,135**	**37.0**	**27,709**	**34,942**	**4,140,404**	**41.8**	**14,337**	**18,718**	**.1982**	**.1928**
Pierce	537.3	569.5	6.0	221.2	8.6	7,729,135	37.0	27,709	34,942	4,140,404	41.8	14,337	18,718	.1982	.1928
VANCOUVER	**212.1**	**225.2**	**6.2**	**86.3**	**8.7**	**3,641,236**	**49.3**	**30,718**	**42,193**	**1,206,534**	**40.9**	**10,784**	**13,981**	**.0757**	**.0770**
Clark	212.1	225.2	6.2	86.3	8.7	3,641,236	49.3	30,718	42,193	1,206,534	40.9	10,784	13,981	.0757	.0770
YAKIMA	**184.3**	**191.0**	**3.6**	**72.6**	**6.1**	**2,513,479**	**41.2**	**26,027**	**34,621**	**1,216,814**	**32.7**	**13,402**	**16,761**	**.0636**	**.0613**
Yakima	184.3	191.0	3.6	72.6	6.1	2,513,479	41.2	26,027	34,621	1,216,814	32.7	13,402	16,761	.0636	.0613
TOTAL METRO COUNTIES	**3,626.2**	**3,824.0**	**5.5**	**1,527.0**	**8.0**	**70,228,366**	**48.3**	**33,473**	**45,991**	**31,808,821**	**44.0**	**15,621**	**20,831**	**1.5412**	**1.5640**
TOTAL STATE	**4,479.3**	**4,701.1**	**5.0**	**1,874.1**	**7.4**	**83,489,062**	**47.5**	**32,452**	**44,549**	**37,285,941**	**42.8**	**14,969**	**19,895**	**1.8481**	**1.8639**
WEST VIRGINIA															
CHARLESTON	**269.6**	**258.0**	**−.6**	**107.8**	**1.7**	**4,623,828**	**51.0**	**28,887**	**42,893**	**2,394,506**	**40.9**	**16,030**	**22,212**	**.1081**	**.1085**
Kanawha	225.7	220.1	−2.5	90.0	−.2	3,915,225	49.0	29,128	43,503	2,147,674	40.1	16,992	23,863	.0937	.0930
Putnam	43.9	47.9	9.1	17.8	12.7	708,603	63.0	27,514	39,809	246,832	48.3	10,535	13,867	.0144	.0155
HUNTINGTON - ASHLAND	**338.1**	**336.0**	**−.6**	**127.4**	**1.8**	**4,432,324**	**40.3**	**25,239**	**34,791**	**2,603,246**	**41.2**	**14,731**	**20,434**	**.1180**	**.1147**
Cabell	105.7	103.8	−1.8	42.3	.5	1,427,890	39.5	24,309	33,756	1,496,172	48.6	23,912	35,370	.0463	.0460
Wayne	46.8	46.8	.0	17.2	2.4	642,369	55.0	24,664	37,347	205,238	47.3	8,293	11,932	.0136	.0141
Boyd, Ky	*54.9*	*54.0*	*−1.6*	*20.6*	*.5*	*699,477*	*29.4*	*26,375*	*33,955*	*461,596*	*30.6*	*17,240*	*22,408*	*.0206*	*.0188*
Carter, Ky	*26.4*	*27.0*	*2.3*	*9.4*	*5.6*	*275,730*	*47.2*	*21,052*	*29,333*	*114,368*	*30.6*	*9,839*	*12,167*	*.0070*	*.0069*
Greenup, Ky	*40.0*	*40.2*	*.5*	*14.0*	*3.7*	*418,698*	*25.1*	*24,799*	*29,907*	*104,701*	*23.9*	*6,259*	*7,479*	*.0107*	*.0095*
Lawrence, Ohio	*64.3*	*64.2*	*−.2*	*23.9*	*2.1*	*968,160*	*46.8*	*28,176*	*40,509*	*221,171*	*28.0*	*7,384*	*9,254*	*.0198*	*.0194*
PARKERSBURG - MARIETTA	**158.8**	**158.1**	**−.4**	**60.5**	**1.5**	**2,352,601**	**44.2**	**27,375**	**38,886**	**1,295,639**	**37.6**	**15,801**	**21,416**	**.0595**	**.0579**
Wood	92.9	91.3	−1.7	35.9	.3	1,424,231	47.3	27,017	39,672	831,243	37.5	16,891	23,154	.0361	.0354
Washington, Ohio	*65.9*	*66.8*	*1.4*	*24.6*	*3.4*	*928,370*	*39.7*	*27,913*	*37,739*	*464,396*	*37.8*	*14,162*	*18,878*	*.0234*	*.0225*
STEUBENVILLE - WEIRTON	**155.3**	**151.5**	**−2.4**	**57.7**	**.0**	**2,010,941**	**26.9**	**27,454**	**34,852**	**924,766**	**28.7**	**12,458**	**16,027**	**.0539**	**.0481**

S&MM's U.S. METROPOLITAN AREA PROJECTIONS

S&MM ESTIMATES	POPULATION					EFFECTIVE BUYING INCOME				RETAIL SALES				BUYING POWER INDEX	
STATE S&MM METRO AREA County	12/31/86 Total Pop. (Thous.)	12/31/91 Total Pop. (Thous.)	% Change 1986–1991	12/31/91 Total House-holds (Thous.)	% Change 1986–1991	1991 Total EBI ($000)	% Change 1986–1991	Average Household EBI 1986	Average Household EBI 1991	1991 Total Retail Sales ($000)	% Change 1986–1991	Retail Sales Per Household 1986	Retail Sales Per Household 1991	1986	1991
WEST VIRGINIA (cont.)															
Brooke	29.5	28.8	-2.4	10.7	.0	348,985	27.9	25,501	32,615	152,943	32.3	10,800	14,294	.0094	.0084
Hancock	39.3	38.3	-2.5	14.9	.0	522,338	28.3	27,315	35,056	258,232	32.6	13,074	17,331	.0139	.0127
Jefferson, Ohio	*86.5*	*84.4*	*-2.4*	*32.1*	*.0*	*1,139,618*	*26.0*	*28,169*	*35,502*	*513,591*	*25.7*	*12,724*	*16,000*	*.0306*	*.0270*
WHEELING	**179.7**	**175.2**	**-2.5**	**69.5**	**.0**	**2,588,892**	**39.0**	**26,804**	**37,250**	**1,376,252**	**33.8**	**14,797**	**19,802**	**.0669**	**.0633**
Marshall	40.5	39.5	-2.5	15.0	.0	613,442	48.5	27,536	40,896	197,838	30.6	10,102	13,189	.0133	.0130
Ohio	58.7	57.2	-2.6	23.3	.0	867,664	42.8	26,085	37,239	485,288	34.7	15,457	20,828	.0223	.0214
Belmont, Ohio	*80.5*	*78.5*	*-2.5*	*31.2*	*.0*	*1,107,786*	*31.6*	*26,989*	*35,506*	*693,126*	*34.1*	*16,561*	*22,216*	*.0313*	*.0289*
TOTAL METRO COUNTIES	**710.7**	**701.6**	**-1.3**	**277.6**	**1.0**	**10,805,202**	**46.0**	**26,929**	**38,924**	**6,110,634**	**40.9**	**15,778**	**22,012**	**.2705**	**.2668**
TOTAL STATE	**1,951.7**	**1,940.1**	**-.6**	**741.8**	**1.7**	**26,498,459**	**47.1**	**24,690**	**35,722**	**13,983,053**	**41.0**	**13,590**	**18,850**	**.6642**	**.6575**
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	**306.8**	**316.0**	**3.0**	**118.0**	**5.4**	**5,472,019**	**48.0**	**33,022**	**46,373**	**2,188,365**	**36.8**	**14,285**	**18,545**	**.1197**	**.1193**
Calumet	34.4	36.6	6.4	12.6	8.6	610,637	52.2	34,590	48,463	158,631	39.9	9,777	12,590	.0118	.0122
Outagamie	135.4	139.2	2.8	50.8	5.2	2,428,742	48.0	33,973	47,810	1,039,381	35.1	15,926	20,460	.0543	.0538
Winnebago	137.0	140.2	2.3	54.6	4.8	2,432,640	46.9	31,792	44,554	990,353	38.1	13,766	18,138	.0536	.0533
EAU CLAIRE	**138.7**	**143.3**	**3.3**	**53.0**	**6.2**	**2,192,463**	**49.0**	**29,482**	**41,367**	**1,232,317**	**44.6**	**17,073**	**23,251**	**.0536**	**.0542**
Chippewa	53.9	54.6	1.3	19.4	3.7	865,841	49.4	30,987	44,631	376,768	43.5	14,039	19,421	.0197	.0197
Eau Claire	84.8	88.7	4.6	33.6	7.7	1,326,622	48.8	28,580	39,483	855,549	45.2	18,892	25,463	.0339	.0345
GREEN BAY	**186.2**	**192.6**	**3.4**	**72.8**	**6.0**	**3,258,438**	**47.8**	**32,082**	**44,759**	**1,562,127**	**39.5**	**16,305**	**21,458**	**.0750**	**.0750**
Brown	186.2	192.6	3.4	72.8	6.0	3,258,438	47.8	32,082	44,759	1,562,127	39.5	16,305	21,458	.0750	.0750
JANESVILLE - BELOIT	**139.5**	**138.5**	**-.7**	**52.7**	**1.9**	**2,439,869**	**43.6**	**32,865**	**46,297**	**1,145,737**	**41.4**	**15,673**	**21,741**	**.0564**	**.0553**
Rock	139.5	138.5	-.7	52.7	1.9	2,439,869	43.6	32,865	46,297	1,145,737	41.4	15,673	21,741	.0564	.0553
KENOSHA	**121.5**	**119.7**	**-1.5**	**44.1**	**.5**	**2,375,297**	**44.5**	**37,445**	**53,862**	**861,826**	**40.8**	**13,942**	**19,543**	**.0500**	**.0492**
Kenosha	121.5	119.7	-1.5	44.1	.5	2,375,297	44.5	37,445	53,862	861,826	40.8	13,942	19,543	.0500	.0492
LA CROSSE	**95.2**	**97.4**	**2.3**	**37.1**	**5.1**	**1,695,944**	**50.1**	**32,002**	**45,713**	**841,935**	**37.1**	**17,399**	**22,694**	**.0391**	**.0392**
La Crosse	95.2	97.4	2.3	37.1	5.1	1,695,944	50.1	32,002	45,713	841,935	37.1	17,399	22,694	.0391	.0392
MADISON	**343.6**	**355.3**	**3.4**	**143.9**	**6.0**	**6,867,924**	**49.3**	**33,865**	**47,727**	**3,614,563**	**47.0**	**18,105**	**25,119**	**.1554**	**.1585**
Dane	343.6	355.3	3.4	143.9	6.0	6,867,924	49.3	33,865	47,727	3,614,563	47.0	18,105	25,119	.1554	.1585
MILWAUKEE	**1,395.1**	**1,400.5**	**.4**	**540.6**	**2.4**	**26,058,899**	**42.5**	**34,659**	**48,204**	**10,967,493**	**36.1**	**15,265**	**20,288**	**.5852**	**.5669**
Milwaukee	939.1	915.9	-2.5	373.4	-.3	16,241,103	37.0	31,654	43,495	7,498,596	32.5	15,112	20,082	.3909	.3662
Ozaukee	70.9	73.3	3.4	26.0	6.1	1,644,530	50.1	44,714	63,251	514,827	46.1	14,386	19,801	.0313	.0320
Washington	92.3	96.9	5.0	33.1	7.8	1,572,160	45.1	35,304	47,497	454,980	33.4	11,112	13,746	.0327	.0323
Waukesha	292.8	314.4	7.4	108.1	10.1	6,601,106	54.9	43,404	61,065	2,499,090	46.6	17,363	23,118	.1303	.1364
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,569.5***	***1,573.8***	***.3***	***604.8***	***2.3***	***29,149,367***	***42.3***	***34,669***	***48,197***	***12,065,381***	***35.4***	***15,078***	***19,949***	***.6539***	***.6318***
RACINE	**174.4**	**173.3**	**-.6**	**64.2**	**1.6**	**3,090,468**	**40.7**	**34,749**	**48,138**	**1,097,888**	**28.5**	**13,518**	**17,101**	**.0687**	**.0649**
Racine	174.4	173.3	-.6	64.2	1.6	3,090,468	40.7	34,749	48,138	1,097,888	28.5	13,518	17,101	.0687	.0649
SHEBOYGAN	**102.9**	**103.3**	**.4**	**38.8**	**2.6**	**1,317,942**	**44.9**	**33,183**	**46,854**	**621,350**	**33.9**	**12,280**	**16,014**	**.0389**	**.0379**
Sheboygan	102.9	103.3	.4	38.8	2.6	1,317,942	44.9	33,183	46,854	621,350	33.9	12,280	16,014	.0389	.0379
WAUSAU	**115.1**	**116.9**	**1.6**	**43.0**	**3.6**	**1,771,076**	**42.5**	**29,951**	**41,188**	**756,031**	**35.7**	**13,423**	**17,582**	**.0415**	**.0403**
Marathon	115.1	116.9	1.6	43.0	3.6	1,771,076	42.5	29,951	41,188	756,031	35.7	13,423	17,582	.0415	.0403
TOTAL METRO COUNTIES	**3,208.8**	**3,248.1**	**1.2**	**1,242.2**	**3.5**	**58,559,703**	**44.7**	**33,708**	**47,142**	**25,448,525**	**38.3**	**15,335**	**20,487**	**1.3163**	**1.2934**
TOTAL STATE	**4,834.6**	**4,908.3**	**1.5**	**1,864.4**	**3.8**	**81,262,438**	**43.7**	**31,487**	**43,586**	**35,528,984**	**37.2**	**14,419**	**19,057**	**1.8717**	**1.8295**
WYOMING															
CASPER	**72.4**	**71.2**	**-1.7**	**27.4**	**.4**	**1,259,519**	**35.0**	**34,164**	**45,968**	**765,427**	**32.1**	**21,221**	**27,935**	**.0334**	**.0309**
Natrona	72.4	71.2	-1.7	27.4	.4	1,259,519	35.0	34,164	45,968	765,427	32.1	21,221	27,935	.0334	.0309
CHEYENNE	**73.7**	**76.2**	**3.4**	**30.1**	**5.2**	**1,271,326**	**49.2**	**29,788**	**42,237**	**857,051**	**46.5**	**20,460**	**28,473**	**.0321**	**.0328**
Laramie	73.7	76.2	3.4	30.1	5.2	1,271,326	49.2	29,788	42,237	857,051	46.5	20,460	28,473	.0321	.0328
TOTAL METRO COUNTIES	**146.1**	**147.4**	**.9**	**57.5**	**2.9**	**2,530,845**	**41.8**	**31,925**	**44,015**	**1,622,478**	**39.3**	**20,832**	**28,217**	**.0655**	**.0637**
TOTAL STATE	**512.3**	**534.0**	**4.2**	**200.2**	**6.1**	**9,415,371**	**53.4**	**32,525**	**47,030**	**5,742,128**	**49.0**	**20,417**	**28,682**	**.2233**	**.2324**

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SALES & MARKETING
MANAGEMENT

SECTION D:

25th Annual Survey of Newspaper Markets

NOTICE! NOTICE! NOTICE! NOTICE! NOTICE! Market data for the St. Louis newspaper market in this year's Survey exclude circulation statistics for the *St. Louis Globe-Democrat* newspaper, which were unavailable to the Audit Bureau of Circulations during the audit period. Since that time, the *Globe-Democrat* has ceased publication. In addition to declining coverage rates, the St. Louis newspaper market ranking is also affected by this problem, falling from 10th to 18th in this year's Survey.

Other changes in newspaper markets include one newly created newspaper market—Traverse City, MI—and one market that has been dropped from this year's listing—the Clarksburg, WV, newspaper market.

GUIDE TO NEWSPAPER MARKET DATA

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
1	2		3	4	5					6

1. To qualify as a **Newspaper Market**, a city must have at least one daily newspaper with a minimum paid circulation of 25,000. If two or more qualifying cities are in the same metropolitan area—or in the same nonmetro county—they are combined into a multiple newspaper market. The name of a market in a metropolitan area is the same as the metro's name. Each county listed in a newspaper market is one in which the combined qualified newspapers penetrate 20% or more of the households. Three types of counties are included: (1) *Home counties*, which identify the location of the newspaper; (2) *Dominant counties*, where household penetration is 50% or more; and (3) *Effective counties*, where coverage ranges from 20% to 49%. This classification provides readers with a guide for focusing on a newspaper's strongest areas of coverage, as well as for determining where additional support may be needed to achieve a desired penetration level. As a further aid to sales targeting, the home-county name is repeated as a dominant or effective county, depending on its penetration rate. The names of home counties with less than 20% coverage are repeated after the words, "under 20%."

Note: The source for newspaper market data is the Audit Bureau of Circulations' data bank, which includes the audited statements of individual newspapers as of May 1987.

2. Total Population is the number of persons living in the newspaper market as of 12/31/86. It includes people living in college dormitories and hospitals, as well as armed forces personnel (and their dependents) permanently assigned to the area. Transients, tourists, and seasonal residents are excluded. **Total Households** represents the total number of housing units according to the rules of the 1980 Census of Population and Housing. A household is defined as a house, an apartment, a group of rooms, or a single room, and the members of a household need not be related. In addition, a single person living alone in a designated housing unit is also considered a household.

Caution: Although a county's population total will include all the people in a given area, the household total does not, since it excludes those living in group quarters. Thus, if you calculate average Effective Buying Income per household, it should be noted that this figure does not include the incomes of people not living in designated households.

3. Effective Buying Income, or **EBI**, is a classification developed exclusively by Sales & Marketing Management designating personal income less personal tax and non-tax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), non-tax payments (such as fines, fees, and penalties), and personal contributions for social insurance. The resulting figure is also commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel living overseas is then deducted from this total to arrive at the Effective Buying Income.

Note: EBI is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. However, for products that appeal to specific income classes, the Percentage of Households by EBI Group figures from the July *Survey of Buying Power* should be considered.

4. Total Retail Sales are all net sales (minus refunds, allowances for returns, and taxes) of establishments primarily engaged in retail trade. Retail sales by such non-retailers as wholesalers and service establishments are not counted. In line with Census Bureau policy, Total Retail Sales no longer includes: (1) sales taxes and other taxes collected from customers, and (2) carrying charges or other charges related to credit. Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation, since the market's volume may be affected by the movement of shoppers to and from adjacent areas, purchases by non-household units such as businesses, and by inhabitants of group quarters.

Note: The total retail sales figure includes other store types in addition to those listed to the right of this figure. Thus, the arithmetic difference between total retail sales and the aggregate sales of these five categories represents retail sales in "all other stores."

5. Individual **Store Groups** are considered the major channels of distribution in local markets. Thus, the retail sales total of the particular store group through which your product moves is useful in analyzing the relative importance of that sales channel. Bear in mind, however, that the retail sales total of a particular store group represents the cumulative sales of all products and/or services handled by the stores, and not just the type of products associated with the store type. In other words, food stores sell more than just food products, and drugstores sell more than just drugs or health & beauty aids.

The separate store group totals listed here represent: (1) **Food Stores**, which sell food primarily for home consumption; (2) **General Merchandise Stores**, which include department, limited-price variety, and general merchandise stores; (3) **Furniture, Home Furnishing & Appliance Stores**; (4) **Automotive Dealers**, which includes those selling domestic and imported cars, new and used cars, and stores selling tires, batteries, and other auto-related accessories; and (5) **Drugstores**, which also include proprietary stores.

6. Individual county newspaper circulation totals are added and expressed as a **Percentage of Households Covered by the Total Area** of the market. In multiple newspaper markets, circulations of all qualifying newspapers are combined. In these markets, however, the coverage ratio is only a general guide, since it is impossible to measure the degree of duplicated circulation that may exist.

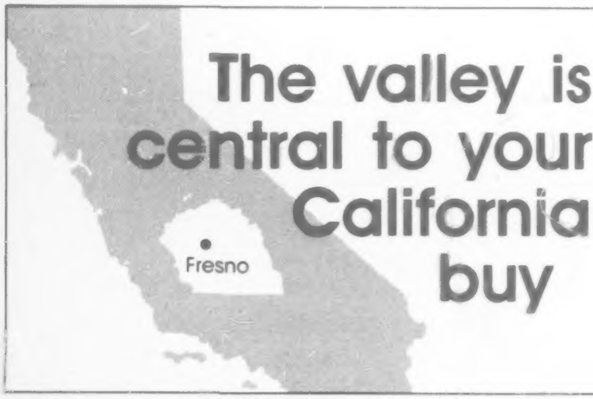
Note: There are no U.S. totals for S&MM Newspaper Markets because the number of duplicate counties—that is, the same county being a part of more than one newspaper market—would render such totals meaningless.

HOUSEHOLDS

Market	(Thous.)	Rank
New York, N.Y.	5,375.1	1
Los Angeles - Long Beach, Cal.	4,036.1	2
Chicago, Ill.	2,637.7	3
Detroit, Mich.	1,782.0	4
Philadelphia, Pa.	1,773.3	5
San Francisco, Cal.	1,558.8	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,551.6	7
Washington, D.C.	1,406.4	8
Houston, Tex.	1,357.9	9
Newark, N.J.	1,052.9	10
Minneapolis - St. Paul, Minn	965.8	11
Denver, Colo.	894.4	12
Dallas, Tex.	890.6	13
Pittsburgh, Pa.	881.0	14
Atlanta, Ga.	878.1	15
Tampa - St. Petersburg - Clearwater, Fla.	875.6	16
Nassau - Suffolk, N.Y.	865.5	17
St. Louis, Mo.	825.4	18
Baltimore, Md.	812.4	19
San Diego, Cal.	808.8	20
Phoenix, Ariz.	804.8	21
Anaheim - Santa Ana, Cal.	773.8	22
Oakland, Cal.	753.0	23
Seattle, Wash.	732.1	24
Riverside - San Bernardino, Cal.	724.4	25
Cleveland, Ohio	712.3	26
Miami - Hialeah, Fla.	704.1	27
Kansas City, Mo.-Kans.	631.0	28
Cincinnati, Ohio	627.5	29
Portland, Ore.	536.8	30
Milwaukee, Wisc.	527.8	31
Sacramento, Cal.	523.9	32
New Orleans, La.	508.7	33
San Antonio, Tex.	497.7	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	496.1	35
San Jose, Cal.	493.7	36
Norfolk - Virginia Beach - Newport News, Va.	490.8	37
Bergen - Passaic, N.J.	482.4	38
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	480.8	39
Fort Worth - Arlington, Tex.	474.7	40
Indianapolis, Ind.	467.4	41
Buffalo, N.Y.	453.6	42
Columbus, Ohio	449.7	43
Oklahoma City, Okla.	439.1	44
Louisville, Ky.	420.4	45
Greensboro - Winston-Salem - High Point, N.C.	415.4	46
Hartford - New Britain - Middletown - Bristol, Conn.	404.4	47
Dayton - Springfield, Ohio	404.1	48
Des Moines, Iowa	396.5	49
Orlando, Fla.	394.6	50
Salt Lake City - Ogden, Utah	386.3	51
Omaha, Neb.	384.0	52
Richmond - Petersburg, Va.	371.9	53
West Palm Beach - Boca Raton - Delray Beach, Fla.	370.9	54
Nashville, Tenn.	370.2	55
Monmouth - Ocean, N.J.	360.5	56
Providence - Pawtucket - Woonsocket, R.I.	359.0	57
Memphis, Tenn.	357.4	58
Rochester, N.Y.	351.1	59
New Haven - Waterbury - Meriden, Conn.	345.1	60
Little Rock - North Little Rock, Ark.	344.7	61
Birmingham, Ala.	339.1	62
Tulsa, Okla.	334.5	63
Jacksonville, Fla.	331.8	64
Austin, Tex.	321.5	65
Albany - Schenectady - Troy, N.Y.	314.2	66
Raleigh - Durham, N.C.	303.3	67
Honolulu, Haw.	302.0	68
Middlesex - Somerset - Hunterdon, N.J.	298.5	69
Bridgeport - Stamford - Norwalk - Danbury, Conn.	296.4	70
Greenville - Spartanburg, S.C.	274.8	71
Knoxville, Tenn.	266.9	72
Syracuse, N.Y.	264.4	73
Toledo, Ohio	255.8	74
Allentown - Bethlehem, Pa.	253.0	75
Tucson, Ariz.	252.6	76
Worcester - Fitchburg - Leominster, Mass.	242.9	77
Albuquerque, N.M.	241.9	78
Scranton - Wilkes Barre, Pa.	238.4	79
Fresno, Cal.	237.0	80
Las Vegas, Nev.	236.2	81
Akron, Ohio	233.7	82
Grand Rapids, Mich.	231.8	83
Sarasota, Fla.	230.0	84
Spokane, Wash.	228.8	85
Gary - Hammond, Ind.	226.9	86
Johnson City - Kingsport - Bristol, Tenn.	223.0	87
Harrisburg - Lebanon - Carlisle, Pa.	222.8	88
Madison, Wisc.	221.0	89
Springfield, Mass.	216.0	90
Jersey City, N.J.	214.9	91
Baton Rouge, La.	213.8	92
Wichita, Kans.	210.8	93
Oxnard - Ventura, Cal.	204.7	94
Tacoma, Wash.	203.6	95
Columbia, S.C.	201.9	96
Roanoke, Va.	194.0	97
Youngstown - Warren, Ohio	191.9	98
Wilmington, Del.	189.1	99
Mobile, Ala.	185.5	100
Fort Wayne, Ind.	185.0	101
Charleston, S.C.	181.8	102
New Bedford - Fall River - Attleboro, Mass.	180.2	103
Shreveport, La.	179.2	104
Charleston, W.Va.	176.9	105
Bakersfield, Cal.	176.0	106
Chattanooga, Tenn.	174.4	107
Lexington-Fayette, Ky.	171.5	108
Portland, Me.	170.1	109
Beaumont - Port Arthur, Tex.	170.0	110
El Paso, Tex.	167.7	111
Davenport - Rock Island - Moline, Iowa-Ill.	167.1	112
Augusta, Ga.	165.5	113
Flint, Mich.	159.6	114
Peoria, Ill.	158.9	115
Lake County, Ill.	158.0	116
Corpus Christi, Tex.	157.5	117
Stockton, Cal.	156.0	118
Macon - Warner Robins, Ga.	155.5	119
Jackson, Miss.	152.2	120
Lansing - East Lansing, Mich.	152.1	121
Saginaw - Bay City - Midland, Mich.	149.5	122
Evansville, Ind.	145.1	123
Daytona Beach, Fla.	145.1	123
Melbourne - Titusville - Palm Bay, Fla.	144.9	125
Amarillo, Tex.	143.4	126
Colorado Springs, Colo.	143.0	127
Lubbock, Tex.	142.2	128
Lancaster, Pa.	140.7	129
Bangor, Me.	140.5	130
Lakeland - Winter Haven, Fla.	139.5	131
Asheville, N.C.	139.0	132
Canton, Ohio	138.0	133
Santa Rosa - Petaluma, Cal.	137.7	134
Appleton - Oshkosh - Neenah, Wisc.	135.8	135
South Bend - Mishawaka, Ind.	130.4	136
Lincoln, Neb.	129.8	137
Duluth, Minn.	129.2	138
Manchester - Nashua, N.H.	128.5	139
Santa Barbara - Santa Maria - Lompoc, Cal.	127.6	140
Reno, Nev.	126.4	141
Reading, Pa.	125.4	142
Pensacola, Fla.	125.4	142
Joliet, Ill.	125.2	144
York, Pa.	124.0	145
Rockford, Ill.	123.2	146
Aurora - Elgin, Ill.	123.0	147
Anchorage, Alas.	122.5	148
Montgomery, Ala.	122.1	149
Atlantic City, N.J.	120.5	150
Orange County, N.Y.	120.0	151
Springfield, Ill.	118.5	152
Fort Myers - Cape Coral, Fla.	117.8	153
Billings, Mont.	116.1	154
Utica - Rome, N.Y.	116.0	155
Trenton, N.J.	115.1	156
Springfield, Mo.	114.4	157
Savannah, Ga.	113.5	158
Anderson, S.C.	112.4	159
Salinas - Seaside - Monterey, Cal.	111.1	160
Modesto, Cal.	110.5	161
Kalamazoo, Mich.	106.1	162
Eugene - Springfield, Ore.	104.3	163
Cedar Rapids, Iowa	103.2	164
Erie, Pa.	102.7	165
Topeka, Kans.	100.0	166
Boise, Ida.	99.9	167
Binghamton, N.Y.	98.9	168
Ann Arbor, Mich.	98.6	169
Pueblo, Colo.	98.5	170
Mcallen - Edinburg - Mission, Tex.	98.5	170
Columbus, Ga.	98.3	172
Hamilton - Middletown, Ohio	97.3	173
Salem, Ore.	97.2	174
Fort Smith, Ark.	96.8	175
Bloomington - Normal, Ill.	96.8	175
Lorain - Elyria, Ohio	95.8	177
Johnstown, Pa.	94.8	178
Sioux City, Iowa	94.0	179
Tallahassee, Fla.	93.7	180
Fargo - Moorhead, N.D.-Minn.	92.9	181
Gainesville, Fla.	92.6	182
Fayetteville, N.C.	91.4	183
Abilene, Tex.	91.3	184
Wilmington, N.C.	89.6	185
New London - Norwich, Conn.	89.4	186
Poughkeepsie, N.Y.	88.5	187
Wheeling, W.Va.	88.1	188
Green Bay, Wisc.	87.0	189
Waterloo - Cedar Falls, Iowa	86.3	190
Santa Cruz, Cal.	85.1	191
Boulder - Longmont, Colo.	85.0	192
Huntsville, Ala.	84.1	193
Tupelo, Miss.	84.0	194
Tyler, Tex.	83.5	195
Huntington - Ashland, W.Va.-Ky.	82.3	196
Champaign - Urbana - Rantoul, Ill.	81.3	197
Watertown, N.Y.	80.3	198
Niagara Falls, N.Y.	80.0	199
Wichita Falls, Tex.	79.5	200
Vancouver, Wash.	79.4	201
Galveston - Texas City, Tex.	79.3	202
Janesville - Beloit, Wisc.	78.7	203
St. Joseph, Mo.	78.5	204
Jackson, Tenn.	78.2	205
Alexandria, La.	78.0	206
Grand Forks, N.D.	77.9	207
Chico, Cal.	77.6	208
Burlington, Vt.	77.3	209
Bradenton, Fla.	77.0	210
Terre Haute, Ind.	76.9	211
Brownsville - Harlingen, Tex.	76.7	212
Lake Charles, La.	76.6	213
Biloxi - Gulfport, Miss.	75.8	214
Waco, Tex.	75.7	215
Sioux Falls, S.D.	75.5	216
Lynchburg, Va.	74.7	217
Hutchinson, Kans.	74.3	218
Hyannis, Mass.	72.7	219
San Luis Obispo, Cal.	72.5	220
Beaver County, Pa.	71.7	221
Beckley, W.Va.	71.0	222
Provo - Orem, Utah	70.4	223
Joplin, Mo.	70.2	224
Waterville, Me.	69.9	225
Decatur, Ill.	69.9	225
Killeen - Temple, Tex.	69.7	227
Parkersburg - Marietta, W.Va.-Ohio	68.8	228
Muncie, Ind.	68.7	229
Yakima, Wash.	68.4	230
Lima, Ohio	67.7	231
Ocala, Fla.	67.6	232
Monroe, La.	67.3	233
Lewiston - Auburn, Me.	67.2	234
Odessa, Tex.	67.0	235
Carbondale, Ill.	65.2	236
Florence, S.C.	65.0	237
Muskegon, Mich.	64.8	238
Eau Claire, Wisc.	64.8	238
La Crosse, Wisc.	64.7	240
Florence, Ala.	63.8	241
Sunbury, Pa.	63.6	242
Bremerton, Wash.	63.5	243
Tuscaloosa, Ala.	63.2	244
Racine, Wisc.	63.2	244
Pottsville, Pa.	63.0	246
Lafayette - West Lafayette, Ind.	62.7	247
Lafayette, La.	61.7	248
Albany, Ga.	61.6	249
Anniston, Ala.	61.3	250
Benton Harbor, Mich.	61.2	251
San Angelo, Tex.	60.4	252
Casper, Wyo.	60.1	253
Longview - Marshall, Tex.	59.4	254
Rapid City, S.D.	59.1	255
Owensboro, Ky.	58.8	256
Great Falls, Mont.	58.7	257
Victoria, Tex.	58.5	258
Dubuque, Iowa	57.9	259
Olympia, Wash.	57.3	260
Charlottesville, Va.	57.2	261
Rochester, Minn.	57.0	262
Missoula, Mont.	56.4	263
Redding, Cal.	56.2	264
Bryan - College Station, Tex.	55.5	265
Elmira, N.Y.	55.4	266
Olean, N.Y.	55.3	267
Pittsfield, Mass.	54.9	268
Jamestown, N.Y.	54.7	269
Butler, Pa.	54.6	270
Paducah, Ky.	54.0	271
Medford, Ore.	53.2	272
Elkhart - Goshen, Ind.	53.0	273
Salina, Kans.	52.2	274
Fort Walton Beach, Fla.	51.9	275
Naples, Fla.	51.7	276
Battle Creek, Mich.	51.7	276
Jackson, Mich.	51.3	278
Richland - Kennewick - Pasco, Wash.	51.2	279
Altoona, Pa.	51.1	280
Bismarck, N.D.	50.9	281
Texarkana, Tex.-Ark.	49.7	282
Panama City, Fla.	49.5	283
Myrtle Beach, S.C.	49.5	283
Kankakee, Ill.	49.3	285
Sandusky, Ohio	49.1	286
Mansfield, Ohio	48.9	287
Mankato, Minn.	48.9	287
Anderson, Ind.	48.8	289
Danville, Va.	47.7	290
Decatur, Ala.	47.5	291
Bluefield, W.Va.	47.2	292
Salisbury, Md.	46.9	293
Sharon, Pa.	46.5	294
Gadsden, Ala.	46.2	295
Fredericksburg, Va.	46.1	296
St. Cloud, Minn.	45.5	297
Grand Junction, Colo.	45.5	297
Wooster, Ohio	44.6	299
Williamsport, Pa.	43.9	300
Kenosha, Wisc.	43.9	300
Traverse City, Mich.	43.6	302
Minot, N.D.	43.6	302
Hickory, N.C.	42.8	304
Wenatchee, Wash.	42.7	305
Danville, Ill.	42.7	305
Bloomington, Ind.	42.6	307
Hagerstown, Md.	41.1	308
Lawton, Okla.	41.0	309
Quincy, Ill.	40.5	310
Glens Falls, N.Y.	40.3	311
Cumberland, Md.	39.3	312
Burlington, N.C.	39.3	312
Enid, Okla.	38.5	314
Kokomo, Ind.	38.4	315
Harrisonburg, Va.	38.0	316
Sheboygan, Wisc.	37.8	317
Grand Island, Neb.	35.8	318
Portsmouth - Dover - Rochester, N.H.	33.1	319
New Philadelphia - Dover, Ohio	33.0	320
Findlay, Ohio	24.8	321

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986 POPULATION 12/31/86 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
ALABAMA										
ANNISTON (Calhoun) . . . **Over 50%:** Calhoun; **20 - 49%:** Clay, Cleburne, Randolph.	171.2	61.3	1,486,034	599,437	135,990	71,575	26,303	143,291	26,024	48.7
BIRMINGHAM (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Bibb, St. Clair, Shelby, Walker.	898.4	339.1	9,526,055	4,712,276	982,453	497,527	276,851	1,238,218	192,362	54.6
DECATUR (Morgan) . . . **Over 50%:** Morgan; **20 - 49%:** Lawrence.	130.2	47.5	1,219,788	574,118	122,233	75,154	27,796	143,093	23,532	47.7
FLORENCE (Lauderdale) . . . **Over 50%:** Colbert, Lauderdale; **20 - 49%:** Franklin.	169.1	63.8	1,585,5[illegible]	797,724	151,336	119,131	35,590	219,719	23,550	47.6
GADSDEN (Etowah) . . . **Over 50%:** Etowah; **20 - 49%:** Cherokee.	123.9	46.2	1,069,496	479,180	117,791	61,347	22,308	104,75[illegible]	17,925	56.1
HUNTSVILLE (Madison) . . . **Over 50%:** Madison.	225.2	84.1	2,892,698	1,275,258	225,069	170,474	80,776	354,124	36,407	67.9
MOBILE (Mobile) . . . **Over 50%:** Mobile; **20 - 49%:** Baldwin, Clarke, Washington.	516.2	185.5	5,249,200	2,878,039	659,779	366,461	147,978	696,572	132,762	50.7
MONTGOMERY (Montgomery) . . . **Over 50%:** Montgomery; **20 - 49%:** Autauga, Elmore, Lowndes, Pike.	342.2	122.1	3,446,491	1,742,244	331,060	235,823	71,224	496,511	74,702	42.7
TUSCALOOSA (Tuscaloosa) . . . **20 - 49%:** Greene, Pickens, Tuscaloosa.	176.3	63.2	1,531,429	836,176	202,300	107,853	37,356	182,210	29,026	43.1
ALASKA										
ANCHORAGE (Anchorage) . . . **Over 50%:** Anchorage; **20 - 49%:** Kenai Peninsula, Matanuska-Susitna, North Slope, Valdez - Cordova.	340.2	122.5	5,173,491	3,132,105	554,343	360,526	146,804	556,259	116,704	74.5
ARIZONA										
PHOENIX (Maricopa) . . . **20 - 49%:** Gila, La Paz, Maricopa, Pinal.	2,074.4	804.8	25,777,646	12,921,181	2,932,420	1,407,578	777,632	2,643,744	541,898	47.0
TUCSON (Pima) . . . **20 - 49%:** Pima, Santa Cruz.	641.2	252.6	7,002,459	3,576,780	799,969	486,034	221,943	715,645	152,287	48.0
ARKANSAS										
FORT SMITH (Sebastian) . . . **Over 50%:** Sebastian; **20 - 49%:** Crawford, Franklin, Logan; OKLA.: Le Flore, Sequoyah.	263.7	96.8	2,516,833	1,127,536	238,270	165,994	48,986	224,091	30,125	41.9
LITTLE ROCK-NORTH LITTLE ROCK (Pulaski) . . . **Over 50%:** Pulaski; **20 - 49%:** Arkansas, Ashley, Clark, Cleburne, Conway, Dallas, Desha, Faulkner, Garland, Grant, Jefferson, Lonoke, Monroe, Perry, Prairie, Saline, Van Buren, White, Woodruff.	942.8	344.7	9,883,132	5,230,213	1,112,907	719,899	224,203	1,141,212	135,426	44.0
TEXARKANA (TEX.: Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	136.4	49.7	1,318,646	811,552	178,215	114,585	34,898	156,958	25,905	53.5
CALIFORNIA										
ANAHEIM-SANTA ANA (Orange) . . . **20 - 49%:** Orange.	2,177.3	773.8	34,579,535	16,116,999	2,893,549	1,919,470	872,945	3,977,853	488,378	39.2
BAKERSFIELD (Kern) . . . **20 - 49%:** Kern.	493.8	176.0	6,157,232	2,792,087	640,597	258,709	138,529	671,076	94,733	46.1
CHICO (Butte) . . . **20 - 49%:** Butte, Glenn.	194.3	77.6	2,159,417	1,101,437	297,202	104,052	49,220	206,199	57,773	33.5
FRESNO (Fresno) . . . **Over 50%:** Fresno; **20 - 49%:** Madera.	666.0	237.0	7,951,923	3,535,648	763,969	348,872	181,788	871,512	174,988	50.3



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[2] Audit readers per copy: 2.3 daily; 2.5 Sunday ABC Audit, December 1986

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986 POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
CALIFORNIA (cont.)										
LOS ANGELES-LONG BEACH (Los Angeles) . . . **20 - 49%:** Inyo, Los Angeles, Mono, Orange, Ventura.	11,139.4	4,036.1	158,171,125	73,699,741	14,163,974	8,116,444	4,617,747	17,665,035	2,413,195	41.7
MODESTO (Stanislaus) . . . **Over 50%:** Stanislaus.	313.9	110.5	3,462,073	1,809,954	421,712	217,055	113,491	345,504	94,445	54.7
OAKLAND (Alameda, Contra Costa) . . . **20 - 49%:** Alameda, Contra Costa.	1,949.2	753.0	31,332,999	13,458,445	2,678,894	1,625,779	759,940	3,156,381	524,170	38.4
OXNARD-VENTURA (Ventura) . . . **20 - 49%:** Ventura.	621.7	204.7	9,098,441	3,515,122	753,516	448,438	153,860	966,933	123,279	22.8
REDDING (Shasta) . . . **Over 50%:** Shasta; **20 - 49%:** Trinity.	149.2	56.2	1,519,386	861,947	212,858	81,396	30,653	158,284	55,073	60.5
RIVERSIDE-SAN BERNARDINO (Riverside, San Bernardino) . . . **Over 50%:** Riverside; **20 - 49%:** San Bernardino.	2,005.4	724.4	24,347,979	11,242,780	2,552,301	1,307,304	547,631	2,575,919	364,949	39.0
SACRAMENTO (Sacramento) . . . **Over 50%:** Sacramento; **20 - 49%:** Amador, Colusa, El Dorado, Placer, Yolo.	1,344.6	523.9	18,284,839	8,865,300	1,837,281	947,781	500,996	2,124,203	375,249	56.6
SALINAS-SEASIDE-MONTEREY (Monterey) . . . **20 - 49%:** Monterey.	337.3	111.1	4,259,390	1,907,547	328,750	197,958	99,628	464,045	76,573	29.8
SAN DIEGO (San Diego) . . . **Over 50%:** San Diego.	2,217.7	808.8	31,678,473	14,346,841	2,628,585	1,764,532	851,585	3,642,118	433,949	53.8
SAN FRANCISCO (San Francisco, Marin, San Mateo) . . . **Over 50%:** Marin, San Francisco, San Mateo; **20 - 49%:** Alameda, Contra Costa, Sonoma.	3,881.5	1,558.8	65,524,610	30,182,854	5,738,288	3,393,866	1,742,329	6,350,945	1,094,910	38.7
SAN JOSE (Santa Clara) . . . **Over 50%:** Santa Clara.	1,409.1	493.7	22,888,039	10,350,236	1,844,899	1,314,221	707,024	2,452,954	385,712	52.1
SAN LUIS OBISPO (San Luis Obispo) . . . **20 - 49%:** San Luis Obispo.	193.9	72.5	2,360,440	1,064,423	255,847	50,047	48,802	204,883	47,633	36.8
SANTA BARBARA-SANTA MARIA-LOMPOC (Santa Barbara) . . . **20 - 49%:** Santa Barbara.	338.1	127.6	5,078,962	2,901,920	535,662	255,613	175,050	563,896	108,730	37.7
SANTA CRUZ (Santa Cruz) . . . **20 - 49%:** Santa Cruz.	223.8	85.1	3,281,487	1,285,236	294,470	92,747	63.798	277,440	50,578	32.7
SANTA ROSA-PETALUMA (Sonoma) . . . **20 - 49%:** Sonoma.	348.6	137.7	5,151,191	2,183,022	487,836	232,015	121,259	424,216	110,898	48.6
STOCKTON (San Joaquin) . . . **20 - 49%:** San Joaquin.	423.3	156.0	5,016,386	2,283,819	509,925	247,120	116,671	540,399	106,928	31.6
COLORADO										
BOULDER-LONGMONT (Boulder) . . . **20 - 49%:** Boulder.	217.6	85.0	2,978,667	1,621,330	370,719	158,040	109,330	320,223	35,164	35.1
COLORADO SPRINGS (El Paso) . . . **Over 50%:** El Paso, Teller.	383.7	143.0	4,531,034	2,388,025	459,217	323,241	124,298	514,557	37,093	73.1

Rocky Mountain News
Soviet heads roll over teen's flight

RESPONSE.

For more than 128 years, the Rocky Mountain News has been responding to the actions and attitudes of Denver. Our 842,300 daily readers rely on us as the resource for news, entertainment, information and advertising.

And our readers have the affluence to respond. Total Effective Buying Income of our ADI audience is nearly $36 billion and we reach 52 percent of those who have an annual household income of $50,000 or more.

To get the response you're looking for, tap the affluent audience of the Rocky Mountain News. Call General Advertising at (303) 892-5304 or Research at (303) 892-5485.

Source: Scarborough's 1987 Newspaper Audience Ratings Study
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Rocky Mountain News

Nobody delivers like the News.

A SCRIPPS HOWARD NEWSPAPER REPRESENTED NATIONALLY
BY SAWYER-FERGUSON-WALKER COMPANY INC
ATLANTA • BOSTON • CHARLOTTE • CHICAGO • DALLAS • DETROIT • LOS ANGELES
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S&MM's SURVEY OF NEWSPAPER MARKETS

S&MM ESTIMATES 1986

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
COLORADO (cont.)										
DENVER (Denver) . . . **Over 50%:** Adams, Arapahoe, Denver, Douglas, Jefferson; **20 - 49%:** Boulder, Chaffee, Cheyenne, Clear Creek, Eagle, Gilpin, Grand, Gunnison, Hinsdale, Jackson, Kit Carson, Lake, Larimer, Lincoln, Logan, Morgan, Phillips, Pitkin, Routt, San Miguel, Sedgwick, Summit, Washington, Yuma.	2,240.6	894.4	31,511,578	16,139,299	3,389,169	1,811,702	1,003,658	3,027,926	378,333	55.9
GRAND JUNCTION (Mesa) . . . **Over 50%:** Mesa; **20 - 49%:** Delta, Rio Blanco.	121.3	45.5	1,305,396	906,102	201,653	95,243	47,048	184,692	23,158	54.8
PUEBLO (Pueblo) . . . **Over 50%:** Pueblo; **20 - 49%:** Alamosa, Baca, Bent, Crowley, Custer, Fremont, Huerfano, Kiowa, Las Animas, Mineral, Otero, Prowers, Rio Grande, Saguache.	260.0	98.5	2,399,533	1,285,861	339,380	159,721	60,869	209,219	44,830	49.8
CONNECTICUT										
BRIDGEPORT-STAMFORD-NORWALK-DANBURY (Fairfield) . . . **20 - 49%:** Fairfield.	828.6	296.4	16,035,845	7,393,467	1,408,559	848,519	391,180	1,586,039	160,505	46.6
HARTFORD-NEW BRITAIN-MIDDLETOWN-BRISTOL (Hartford) . . . **Over 50%:** Hartford, Tolland; **20 - 49%:** Middlesex.	1,097.9	404.4	16,953,593	8,476,312	1,664,432	916,233	414,340	1,889,309	276,216	70.0
NEW HAVEN-WATERBURY-MERIDEN (New Haven) . . . **Over 50%:** New Haven; **20 - 49%:** Litchfield.	935.8	345.1	14,097,386	6,364,835	1,410,118	708,049	292,948	1,342,196	163,560	62.0
NEW LONDON-NORWICH (New London) . . . **20 - 49%:** New London.	251.4	89.4	3,622,006	1,754,912	333,418	137,852	82,830	480,600	40,642	41.2
DELAWARE										
WILMINGTON (New Castle) . . . **Over 50%:** New Castle; **20 - 49%:** Sussex.	523.8	189.1	6,837,415	3,816,466	710,541	529,601	217,078	861,133	124,905	54.8
DISTRICT OF COLUMBIA										
WASHINGTON (District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's, Worcester; VA.: Fauquier, Loudoun, Prince William.	3,789.7	1,406.4	65,043,822	28,075,724	5,100,160	3,242,953	1,864,935	6,961,477	1,005,283	68.8
FLORIDA										
BRADENTON (Manatee) . . . **20 - 49%:** Manatee.	180.5	77.0	2,174,460	1,268,806	242,843	122,825	68,735	410,327	44,912	44.6
DAYTONA BEACH (Volusia) . . . **Over 50%:** Flagler, Volusia.	342.1	145.1	4,005,264	2,082,685	433,165	221,280	116,859	509,439	92,949	65.9
FORT LAUDERDALE-HOLLYWOOD-POMPANO BEACH (Broward) . . . **20 - 49%:** Broward.	1,167.8	496.1	16,907,642	9,232,189	1,525,573	897,249	626,783	2,864,268	326,053	40.9

4.5 billion

THE NEW HAVEN MARKET

$4,500,000,000

in annual retail sales – and growing!

The 508,000 adults who reside in the New Haven Market have an Annual Per Household Effective Buying Income of $41,261, 24% above the national average. To reach this affluent Market, you need the New Haven Register. We deliver 229,900 adult readers daily and 319,500 on Sunday. It would take the combined audience of the next seven best-selling dailies and eight best-selling Sunday newspapers to match the Register's reach. For more information, call Thomas Foley, National Advertising Manager at (203) 562-1121, or Landon Associates.

New Haven Register

SOURCES: S&MM, 1987, BELDEN CMS, 1987

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
FLORIDA (cont.)										
FORT MYERS-CAPE CORAL (Lee) . . . **Over 50%:** Lee.	279.0	117.8	3,570,942	1,895,169	385,261	209,321	146,421	470,072	81,450	52.4
FORT WALTON BEACH (Okaloosa) . . . **Over 50%:** Okaloosa.	142.6	51.9	1,575,119	941,399	154,518	122,903	67,153	249,409	25,094	51.9
GAINESVILLE (Alachua) . . . **Over 50%:** Alachua; **20 - 49%:** Bradford, Dixie, Gilchrist, Levy, Union.	252.1	92.6	2,499,789	1,353,888	314,006	154,101	57,575	321,748	34,075	53.1
JACKSONVILLE (Duval) . . . **Over 50%:** Clay, Duval; **20 - 49%:** Baker, Nassau, St. Johns; GA.: Camden.	888.0	331.8	10,185,928	5,222,829	926,325	500,971	241,454	1,507,744	187,493	54.7
LAKELAND-WINTER HAVEN (Polk) . . . **20 - 49%:** Polk.	373.9	139.5	3,754,550	2,055,2[illegible]3	468,364	235,692	72,402	599,030	60,751	46.3
MELBOURNE-TITUSVILLE-PALM BAY (Brevard) . . . **20 - 49%:** Brevard.	361.7	144.9	4,186,653	2,109,1[illegible]	366,370	280,156	100,090	596,211	121,659	44.0
MIAMI-HIALEAH (Dade) . . . **20 - 49%:** Dade, Monroe.	1,856.7	704.1	22,5[illegible],947	14,087,0[illegible]	2,222,537	1,518,634	760,076	3,976,130	595,715	45.9
NAPLES (Collier) . . . **Over 50%:** Collier.	123.5	51.7	1,589,220	1,062,86[illegible]	214,668	81,717	96,761	255,913	38,270	53.3
OCALA (Marion) . . . **Over 50%:** Marion.	172.6	67.[illegible]	1,369,828	1,134,06[illegible]	226,150	129,340	64,208	253,556	41,205	54.0
ORLANDO (Orange) . . . **Over 50%:** Orange, Seminole; **20 - 49%:** Lake, Osceola.	1,031.6	394.6	12,212,931	7,364,990	1,341,144	767,616	357,870	2,230,149	187,681	50.9
PANAMA CITY (Bay) . . . **Over 50%:** Bay; **20 - 49%:** Gulf.	131.4	49.5	1,143,595	812,868	129,095	95,853	39,861	243,497	25,666	60.8
PENSACOLA (Escambia) . . . **20 - 49%:** Escambia, Santa Rosa.	340.3	125.4	3,802,647	1,860,869	371,418	289,987	90,388	494,388	46,895	40.9
SARASOTA (Sarasota) . . . **Over 50%:** Sarasota, **20 - 49%:** Charlotte, Manatee.	516.6	230.0	6,620,849	3,752,599	702,696	359,402	269,813	1,071,465	154,334	44.2

THE TARGET YOU MUST MARKET

If you want to take aim on South Florida, take a look at some numbers that really hit the mark.

● #1 and #2

Between 1980 and 1985, Palm Beach County ranked as the fastest growing metro-market of 500,000 residents or more in Florida and the 2nd fastest in the U.S. — growth that is continuing today with at an annual growth rate 2-times as fast as Ft. Lauderdale/Broward's and 4-times as fast as Miami/Dade's.

● #1 and #9

Palm Beach County residents enjoy the highest effective buying income on both a per capita ($15,626) and per household ($36,597) basis in the state — the 9th highest personal income figures among major U.S. markets and the only Southeast market to place in the top 10.

The Palm Beach Post

● 407,000 and 426,000

With 407,000 weekday readers and 426,000 Sunday readers, The Palm Beach Post reaches nearly two-thirds of all Palm Beach County adults. Now *that's* a sure shot.

	West Palm Beach-Delray Beach-Boca Raton	Ft. Lauderdale-Hollywood-Pompano Beach	Miami-Hialeah	Florida
1987 Population (Estimated, 000)	790	1,173	1,803	12,000
Average Annual Increase in Adult Population 1985-87	6%	2%	1%	3%
1986 EBI/HH	$36,597	$34,081	$32,115	$30,312
1986 EBI/Cap	$15,626	$14,478	$12,092	$12,114

SOURCES: University of Florida Bureau of Economic and Business Research, Florida Estimates of Population, 1986

Sales and Marketing Management Survey of Buying Power, 1987

U.S. Department of Commerce, Survey of Current Business, 1986

1987 Market Opinion Research

For further information, contact John Drotrar at (904) 837-4277
or toll-free in Florida 1-800-432-7595, ext. 4277.

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986 POPULATION 12/31/86 Total Pop. (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
FLORIDA (cont.)										
TALLAHASSEE (Leon) . . . **Over 50%:** Leon; **20 - 49%:** Franklin, Godsden, Jefferson, Liberty, Wakulla.	254.5	93.7	2,682,163	1,335,474	276,229	214,800	83,771	248,100	33,460	49.8
TAMPA-ST. PETERSBURG-CLEARWATER (Hillsborough, Pinellas) . . . **Over 50%:** Hernando, Pasco, Pinellas; **20 - 49%:** Citrus, Hardee, Highlands, Hillsborough.	2,080.8	875.6	24,975,932	13,062,525	2,726,542	1,484,027	786,192	3,437,529	438,069	57.5
WEST PALM BEACH-BOCA RATON-DELRAY BEACH (Palm Beach) . . . **20 - 49%:** Martin, Okeechobee, Palm Beach.	873.8	370.9	13,151,149	6,706,941	1,252,657	697,445	486,260	1,802,551	241,732	35.2
GEORGIA										
ALBANY (Dougherty) . . . **Over 50%:** Calhoun, Dougherty; **20 - 49%:** Clay, Miller, Mitchell, Quitman, Randolph, Terrell, Worth.	184.3	61.6	1,571,103	961,647	211,832	118,588	49,197	249,426	26,943	50.6
ATLANTA (Fulton, Cobb, Gwinnett) . . . **Over 50%:** Cobb, Fulton, Gwinnett; **20 - 49%:** Butts, Cherokee, Clayton, Coweta, De Kalb, Douglas, Fayette, Henry, Newton, Rockdale, Towns.	2,366.6	878.1	32,558,265	18,319,095	2,998,314	2,374,582	914,406	4,771,466	551 495	46.8
AUGUSTA (Richmond) . . . **Over 50%:** Columbia, Richmond; **20 - 49%:** Burke, Glascock, Jefferson, Jenkins, Lincoln, McDuffie, Warren; S.C.: Aiken, Edgefield.	473.4	165.5	4,801,599	2,307,529	483,655	270,734	123,105	589,595	90,124	46.0
COLUMBUS (Muscogee) . . . **Over 50%:** Chattahoochee, Muscogee; **20 - 49%:** ALA.: Russell; GA.: Harris, Marion, Quitman, Stewart, Talbot.	286.3	98.3	2,708,751	1,345,461	241,629	168,997	89,865	388,582	41,152	52.4
MACON-WARNER ROBINS (Bibb) . . . **Over 50%:** Bibb; **20 - 49%:** Baldwin, Bleckley, Crawford, Dodge, Dooly, Houston, Jones, Macon, Monroe, Peach, Pulaski, Taylor, Telfair, Twiggs, Wilkinson.	448.8	155.5	4,701,451	2,319,033	502,957	282,497	114,314	619,179	85,403	40.2

When you're on top, don't look down ...

Look even higher, to a new plateau and a new level of success to achieve.

So it goes in Tampa Bay, Florida's best market, where St. Petersburg, Tampa and Clearwater create a metro area that leads the state in population, households and income.

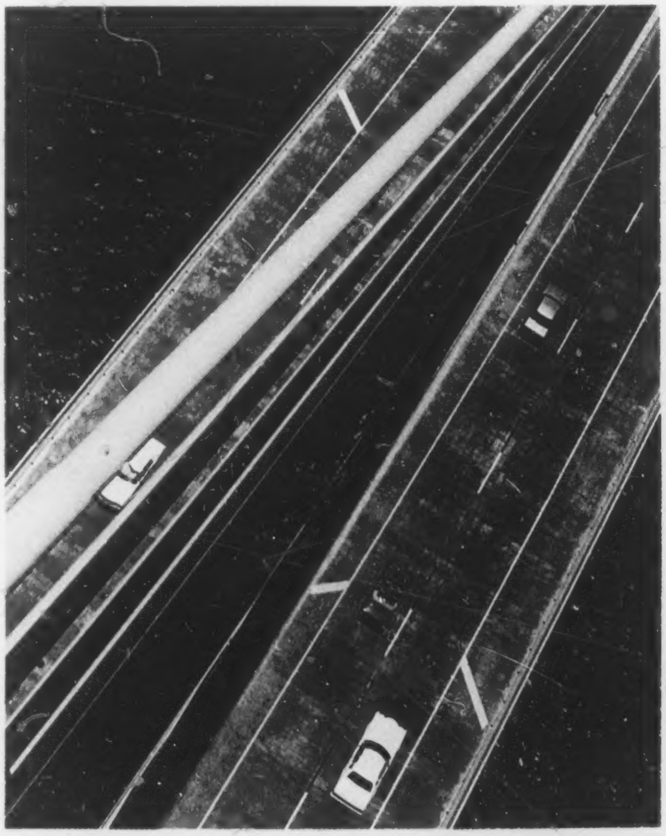
And where else but in Florida's best market would you expect to find Florida's best newspaper — the *St. Petersburg Times.* More advertisers turn to the ADI's top newspaper because it delivers 693,100 daily adult readers and 775,800 adults on Sunday.*

So, if you do business in Florida's best market, call your *Times* advertising representative at 813/893-8249 and head straight to the top. Because, from our perspective, that's the best place to be.

* Scarborough Research Corporation, The 1987 Scarborough Report.

St. Petersburg Times

Florida's best newspaper



Sunshine Skyway Bridge © Photo by Douglas Johns

S&MM's SURVEY OF NEWSPAPER MARKETS

S&MM ESTIMATES 1986

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GEORGIA (cont.)										
SAVANNAH (Chatham) . . . **Over 50%:** Chatham; **20 - 49%:** Bryan, Candler, Effingham, Evans, Screven, Tattnall; S.C.: Jasper.	317.7	113.5	3,273,458	1,836,326	367,290	205,492	102,007	437,288	59,219	53.6
HAWAII										
HONOLULU (Honolulu) . . . **Over 50%:** Honolulu; **20 - 49%:** Kauai, Maui.	966.2	302.0	12,290,727	6,184,762	1,157,560	776,204	186,747	888,160	364,053	60.2
IDAHO										
BOISE (Ada) . . . **Over 50%:** Ada; **20 - 49%:** Adams, Boise, Elmore, Gem, Payette, Valley, Washington.	276.1	99.9	2,983,904	1,256,565	300,225	98,050	65,099	255,124	60,724	45.7
ILLINOIS										
AURORA-ELGIN (Kane) . . . **Over 50%:** Kane; **20 - 49%:** Kendall.	350.6	123.0	4,819,983	1,756,402	357,669	200,928	68,472	350,439	90,781	49.0
BLOOMINGTON-NORMAL (McLean) . . . **Over 50%:** McLean; **20 - 49%:** De Witt, Ford, Livingston, Logan, Woodford.	267.3	96.8	3,320,302	1,345,022	247,805	146,883	61,557	368,866	46,355	49.9
CARBONDALE (Jackson) . . . **20 - 49%:** Jackson, Perry, Union, Williamson.	165.2	65.2	1,660,360	903,650	171,988	104,213	39,980	238,236	25,924	31.7
CHAMPAIGN-URBANA-RANTOUL (Champaign) . . . **Over 50%:** Champaign; **20 - 49%:** Douglas, Ford, Piatt.	222.6	81.3	2,593,588	1,239,268	228,608	157,266	57,301	272,379	45,034	50.8
CHICAGO (Cook) . . . **Over 50%:** Cook; **20 - 49%:** Du Page, Kane, Lake, McHenry, Will.	7,302.9	2,637.7	103,090,494	43,769,322	7,471,332	4,876,409	2,457,848	9,680,736	2,125,685	50.0
DANVILLE (Vermilion) . . . **Over 50%:** Vermilion; **20 - 49%:** IND.: Fountain.	112.1	42.7	1,201,211	635,269	145,705	75,236	25,153	143,672	28,486	54.1

Athens
Augusta
Macon
Columbus
Savannah
Albany

The Georgia Group

- Albany Herald
- Athens Banner-Herald/Daily News
- Augusta Chronicle-Herald
- Columbus Ledger-Enquirer
- Macon Telegraph & News
- Savannah News-Press

One convenient group buy gives you:

- 1,376,100 Population
- 478,400 Households
- $12,762,555,000 Effective Buying Income
- $6,954,283,000 Retail Sales
- $1,388,081,000 Food Sales

Represented Nationally By:
Branham Newspaper Sales
Knight Ridder Newspaper Sales

Source: S&MM's Survey of Buying Power 1986

S&MM's SURVEY OF NEWSPAPER MARKETS

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ILLINOIS (cont.)										
DAVENPORT-ROCK ISLAND-MOLINE (IA.: Scott; ILL.: Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	441.8	167.1	5,701,799	2,578,637	521,995	356,286	113,925	647,475	94,271	48.7
DECATUR (Macon) . . . **Over 50%:** Macon; **20 - 49%:** Moultrie, Piatt, Shelby.	184.4	69.9	2,289,964	970,840	186,872	127,982	52,464	243,511	39,448	50.2
JOLIET (Will) . . . **20 - 49%:** Grundy, Will.	381.1	125.2	4,748,056	1,607,737	311,778	163,350	49,100	409,173	84,875	36.7
KANKAKEE (Kankakee) . . . **Over 50%:** Kankakee; **20 - 49%:** Iroquois.	135.4	49.3	1,461,419	608,678	131,619	66,098	30,803	155,645	25,618	57.0
LAKE COUNTY (Lake) . . . **20 - 49%:** Lake.	478.2	158.0	7,776,152	3,097,077	439,116	257,621	144,909	1,161,800	124,439	24.0
PEORIA (Peoria) . . . **Over 50%:** Peoria, Tazewell; **20 - 49%:** Fulton, Marshall, Stark, Woodford.	424.8	158.9	5,651,265	2,136,203	442,679	266,541	106,453	550,023	71,170	55.9
QUINCY (Adams) . . . **Over 50%:** Adams; **20 - 49%:** Brown, Pike; MO.: Lewis.	104.8	40.5	1,021,649	598,647	116,759	92,457	23,159	173,578	17,291	55.5
ROCKFORD (Winnebago) . . . **Over 50%:** Winnebago; **20 - 49%:** Boone, Ogle.	330.8	123.2	4,216,117	1,834,645	366,624	228,819	93,003	458,961	52,175	48.3
ST. LOUIS (MO.: St. Louis; ILL.: Madison, St. Clair) . . . **20 - 49%:** ILL.: Calhoun, Greene, Jersey, Macoupin, Madison, Monroe, St. Clair; MO.: St. Charles, St. Louis.	2,244.0	825.4	29,352,695	15,309,653	3,026,880	2,177,856	697,027	3,808,654	418,891	40.8
SPRINGFIELD (Sangamon) . . . **Over 50%:** Sangamon; **20 - 49%:** Cass, Christian, Macoupin, Menard.	298.1	118.5	3,650,551	1,599,672	313,863	204,707	80,534	367,879	84,140	51.2

GCN

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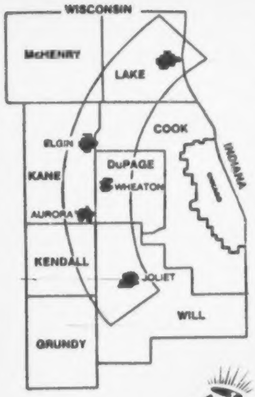
GREATER CHICAGO NEWSPAPERS



In the Chicago market, Greater Chicago Newspapers have always been a "market apart," reaching households NOT reached by the Chicago Sun-Times and the Chicago Tribune.

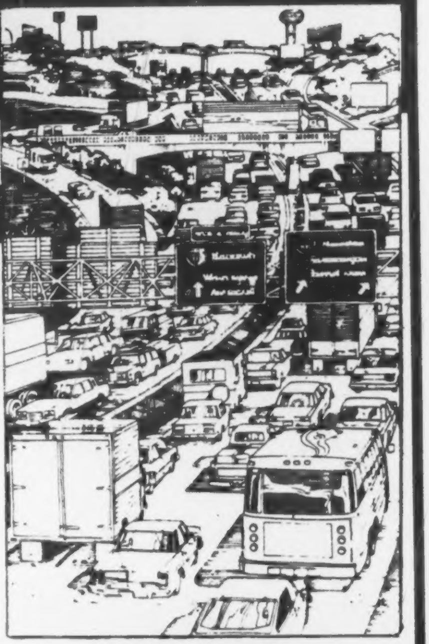
Greater Chicago Newspapers now reach over 167,000 households in affluent Lake, Kane, Will, Kendall and Grundy counties. These same counties have an average EBI of nearly $32,000 and represent some of the strongest buying power in the nation.

Recent data ranking household buying power in 315 metropolitan areas across the nation places Lake County, IL, as 5th; Will and Grundy counties,12th; and Kane and Kendall counties, 17th!

To complete your Chicago buy, you need GCN — the "market apart," ideal for upscale marketers.

Source: 1984 Sales and Marketing Management's Survey of Buying Power

★ 22% Group Discount Rate
★ 96% Home Delivery
★ News Plan Discounts
★ SAU Price Structure



Copley Newspapers

A MARKET APART

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
INDIANA										
ANDERSON (Madison) . . . **Over 50%:** Madison.	132.0	48.8	1,528,022	795,976	180,863	95,404	33,652	196,864	37,941	70.3
BLOOMINGTON (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Owen.	118.4	42.6	1,212,465	599,164	113,888	76,080	27,261	129,926	20,183	54.7
ELKHART-GOSHEN (Elkhart) . . . **20 - 49%:** Elkhart.	146.8	53.0	1,660,506	1,063,283	218,497	89,019	25,244	413,408	33,829	48.7
EVANSVILLE (Vanderburgh) . . . **Over 50%:** Posey, Vanderburgh, Warrick; **20 - 49%:** ILL.: Gallatin, Wabash, White; IND.: Gibson, Perry, Pike, Spencer; KY.: Union.	386.7	145.1	4,383,243	2,296,264	483,770	307,083	110,525	527,676	76,962	60.8
FORT WAYNE (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Adams, De Kalb, Huntington, Noble, Steuben, Wells, Whitley.	515.8	185.0	5,811,708	2,945,269	570,048	344,394	157,054	691,434	121,633	58.3
GARY-HAMMOND (Lake) . . . **Over 50%:** Lake; **20 - 49%:** Jasper, Porter.	661.6	226.9	7,222,106	3,884,026	801,851	450,721	165,231	825,666	206,471	54.9
INDIANAPOLIS (Marion) . . . **Over 50%:** Hamilton, Hendricks, Marion; **20 - 49%:** Boone, Hancock, Johnson, Morgan, Putnam, Rush, Shelby.	1,268.6	467.4	15,798,982	8,710,774	1,446,030	1,056,747	398,292	2,257,441	386,680	62.9
KOKOMO (Howard) . . . **Over 50%:** Howard; **20 - 49%:** Tipton.	103.3	38.4	1,332,956	730,861	132,451	85,371	26,658	199,720	33,653	64.9
LAFAYETTE-WEST LAFAYETTE (Tippecanoe) . . . **Over 50%:** Benton, Tippecanoe; **20 - 49%:** Carroll, White.	176.0	62.7	1,940,408	981,803	167,234	126,035	36,317	257,595	40,743	46.8
MUNCIE (Delaware) . . . **Over 50%:** Delaware; **20 - 49%:** Blackford, Jay, Randolph.	190.5	68.7	1,980,675	1,131,390	232,913	121,279	62,275	251,247	57,915	62.8
SOUTH BEND-MISHAWAKA (St. Joseph) . . . **Over 50%:** St. Joseph; **20 - 49%:** Marshall, Starke; MICH.: Cass.	355.1	130.4	3,955,890	2,003,289	353,446	248,949	137,437	502,805	95,908	57.9
TERRE HAUTE (Vigo) . . . **Over 50%:** Vigo; **20 - 49%:** ILL.: Clark; IND.: Clay, Parke, Sullivan, Vermillion.	205.1	76.9	2,089,399	1,294,451	236,826	146,493	42,773	307,221	41,048	44.0
IOWA										
CEDAR RAPIDS (Linn) . . . **Over 50%:** Linn; **20 - 49%:** Benton, Cedar, Delaware, Iowa, Jones.	269.2	103.2	3,203,195	1,436,195	318,393	214,455	63,372	315,692	45,791	55.4
DAVENPORT-ROCK ISLAND-MOLINE (Scott; ILL., Rock Island) . . . **Over 50%:** ILL.: Rock Island; IA.: Scott; **20 - 49%:** ILL.: Henry; IA.: Clinton.	441.8	167.1	5,701,799	2,578,637	521,995	356,286	113,925	647,475	94,271	48.7
DES MOINES (Polk) . . . **Over 50%:** Polk; **20 - 49%:** Adair, Audubon, Boone, Buena Vista, Carroll, Clarke, Clay, Dallas, Decatur, Dickinson, Emmet, Floyd, Franklin, Greene, Guthrie, Hamilton, Hardin, Henry, Humboldt, Jasper, Kossuth, Lucas, Madison, Marion, Marshall, Mitchell, Palo Alto, Pocahontas, Poweshiek, Ringgold, Sac, Story, Taylor, Union, Warren, Wayne, Winnebago, Wright.	1,016.7	396.5	11,841,927	5,927,040	1,388,444	646,825	259,940	1,458,857	166,644	38.2
DUBUQUE (Dubuque) . . . **Over 50%:** Dubuque; **20 - 49%:** ILL.: Jo Daviess; WIS.: Grant.	167.9	57.9	1,657,642	810,666	171,220	104,996	39,072	182,039	27,270	50.6

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986 POPULATION 12/31/86 Total Pop. (Thous.)	 Total House-holds (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchandise ($000)	 Furnit./ Furnish./ Appl. ($000)	 Automotive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
IOWA (cont.)										
SIOUX CITY (Woodbury) . . . **Over 50%:** Woodbury; NEB.: Dakota; **20 - 49%:** IA.: Cherokee, Ida, Monona, O'Brien, Plymouth, Sioux; NEB.: Dixon, Thurston; S.D.: Union.	250.8	94.0	2,467,293	1,323,385	295,392	141,386	50,763	344,434	41,335	49.2
WATERLOO-CEDAR FALLS (Black Hawk) . . . **Over 50%:** Black Hawk; **20 - 49%:** Bremer, Buchanan, Butler, Chickasaw, Grundy, Howard.	234.1	86.3	2,697,408	1,114,456	244,393	129,040	48,684	276,318	42,224	50.1
KANSAS										
HUTCHINSON (Reno) . . . **Over 50%:** Reno; **20 - 49%:** Clark, Comanche, Edwards, Gray, Greeley, Hamilton, Hodgeman, Kingman, Kiowa, Lane, McPherson, Meade, Ness, Pawnee, Pratt, Rice, Rush, Scott, Stafford, Stanton, Wichita.	192.0	74.3	2,221,074	975,223	229,390	64,402	47,597	303,568	27,474	44.8
KANSAS CITY (MO.: Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,680.9	631.0	22,237,743	11,609,608	2,209,184	1,591,288	469,536	3,025,372	339,153	73.1

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EBI/HH	$21,170	$30,194	+43%
Retail Sales	$1.7 billion	$2.1 billion	+25%
RS/HH	$14,320	$16,906	+18%

Sources: 1981, 1986 S&MM Survey of Buying Power

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STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986									% Hslds. Cov. Total Area
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
KANSAS (cont.)										
SALINA (Saline) . . . **Over 50%:** Lincoln, Ottawa, Saline; **20 - 49%:** Cloud, Dickinson, Ellsworth, Jewell, Mitchell, Osborne, Republic, Smith.	130.9	52.2	1,384,445	779,194	176,350	68,144	39,983	212,582	24,349	45.2
TOPEKA (Shawnee) . . . **Over 50%:** Shawnee; **20 - 49%:** Jackson, Jefferson, Marshall, Nemaha, Osage, Pottawatomie, Wabaunsee, Washington.	260.3	100.0	3,363,219	1,406,978	330,056	166,310	58,413	331,052	54,571	55.4
WICHITA (Sedgwick) . . . **Over 50%:** Sedgwick; **20 - 49%:** Barber, Butler, Comanche, Greenwood, Harper, Harvey, Kingman, Marion, Sumner, Woodson.	548.0	210.8	7,728,247	3,273,502	669,293	446,277	161,490	850,515	82,208	48.0
KENTUCKY										
LEXINGTON-FAYETTE (Fayette) . . . **Over 50%:** Fayette, Woodford; **20 - 49%:** Anderson, Bourbon, Clark, Harrison, Jessamine, Madison, Mercer, Montgomery, Nicholas, Scott.	466.9	171.5	5,103,013	2,839,348	557,261	384,080	137,416	633,511	99,916	45.8
LOUISVILLE (Jefferson) . . . **Over 50%:** Jefferson, Oldham; **20 - 49%:** IND.: Clark, Crawford, Floyd, Harrison, Scott; KY.: Bullitt, Hardin, Henry, Marion, Nelson, Shelby, Spencer, Washington.	1,170.1	420.4	12,844,368	6,632,280	1,322,322	911,023	329,050	1,454,705	282,938	57.6
OWENSBORO (Daviess) . . . **Over 50%:** Daviess; **20 - 49%:** Hancock, McLean, Muhlenberg, Ohio.	162.2	58.8	1,622,315	875,939	211,461	116,729	36,739	187,966	42,309	53.0
PADUCAH (McCracken) . . . **Over 50%:** McCracken; **20 - 49%:** ILL.: Massac; KY.: Ballard, Carlisle, Hickman, Livingston, Lyon, Marshall.	138.1	54.0	1,447,217	686,869	155,247	67,018	32,192	148,280	28,654	45.9
LOUISIANA										
ALEXANDRIA (Rapides) . . . **Over 50%:** Rapides; **20 - 49%:** Avoyelles, Grant, La Salle.	223.1	78.0	1,901,285	910,340	211,874	130,536	42,491	189,815	39,016	42.9
BATON ROUGE (East Baton Rouge) . . . **Over 50%:** East Baton Rouge; **20 - 49%:** Ascension, Iberville, Livingston, Pointe Coupee, West Baton Rouge, West Feliciana.	628.9	213.8	6,596,784	3,497,719	837,497	482,849	208,617	639,174	102,919	46.4
LAFAYETTE (Lafayette) . . . **20 - 49%:** Lafayette.	172.2	61.7	2,027,769	1,494,511	255,452	229,856	75,677	271,237	33,081	36.3
LAKE CHARLES (Calcasieu) . . . **Over 50%:** Calcasieu; **20 - 49%:** Beauregard, Cameron.	220.1	76.6	2,237,408	1,218,402	330,698	128,398	62,912	203,198	49,083	45.9
MONROE (Ouachita) . . . **20 - 49%:** Ouachita, Richland, Union.	192.0	67.3	1,665,892	997,874	202,679	138,350	54,988	207,159	39,861	39.8
NEW ORLEANS (Orleans) . . . **Over 50%:** Jefferson, Orleans, St. Bernard; **20 - 49%:** Plaquemines, St. Charles, St. James, St. John the Baptist, St. Tammany.	1,396.7	508.7	14,927,279	8,473,180	2,036,408	978,129	501,495	1,309,233	373,011	48.8
SHREVEPORT (Caddo) . . . **Over 50%:** Bossier, Caddo; **20 - 49%:** Bienville, Claiborne, De Soto, Red River, Webster.	488.8	179.2	5,022,781	2,623,088	599,442	352,286	139,822	506,678	80,694	48.6
MAINE										
BANGOR (Penobscot) . . . **Over 50%:** Hancock, Penobscot, Piscataquis, Washington; **20 - 49%:** Aroostook, Knox, Waldo.	390.1	140.5	3,729,304	2,293,460	550,137	225,340	69,276	523,493	74,597	53.6

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MAINE (cont.)										
LEWISTON-AUBURN (Androscoggin) . . . **Over 50%:** Androscoggin; **20 - 49%:** Franklin, Oxford.	180.8	67.2	1,863,768	1,033,783	260,118	97,192	27,51[illegible]	256,476	29,501	64.9
PORTLAND (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Lincoln, Sagadahoc, York.	449.6	170.1	5,404,815	3,649,930	771,154	290,664	103,578	743,858	97,645	48.1
WATERVILLE (Kennebec) . . . **Over 50%:** Somerset; **20 - 49%:** Franklin, Kennebec.	191.2	69.9	1,961,577	1,200,567	264,798	113,274	44,239	302,301	32,910	35.1
MARYLAND										
BALTIMORE (Baltimore, Anne Arundel) . . . **Over 50%:** Anne Arundel, Baltimore; **20 - 49%:** Harford, Howard, Queen Anne's, Worcester.	2,226.8	812.4	27,908,054	14,116,116	2,632,844	1,610,328	709,403	3,352,027	508,258	48.1
CUMBERLAND (Allegany) . . . **Over 50%:** Allegany; **20 - 49%:** W.VA.: Mineral.	104.5	39.3	1,018,109	545,571	110,084	98,776	26,369	1[illegible],929	25,262	65.6
HAGERSTOWN (Washington) . . . **Over 50%:** Washington.	114.6	41.1	1,206,409	691,825	116,915	79,238	32,942	142,432	27,282	76.3
SALISBURY (Wicomico) . . . **Over 50%:** Wicomico; **20 - 49%:** Somerset, Worcester.	125.9	46.9	1,264,383	994,115	187,922	101,058	51,232	244,639	29,688	46.2
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's, Worcester; VA.: Fauquier, Loudoun, Prince William.	3,789.7	1,406.4	65,043,822	28,075,724	5,100,160	3,242,953	1,864,935	6,961,477	1,005,283	68.8
MASSACHUSETTS										
BOSTON-LAWRENCE-SALEM-LOWELL-BROCKTON (Suffolk, Essex, Middlesex, Plymouth, Norfolk) . . . **Over 50%:** Essex, Middlesex, Norfolk, Plymouth, Suffolk; **20 - 49%:** Barnstable, Dukes, Nantucket; N.H.: Rockingham.	4,141.1	1,551.6	63,769,379	34,633,804	6,235,437	3,543,467	1,534,074	7,304,468	1,074,044	69.3
HYANNIS (Barnstable) . . . **Over 50%:** Barnstable.	176.3	72.7	2,524,454	1,826,300	348,371	151,614	68,456	334,048	53,962	55.7
NEW BEDFORD-FALL RIVER-ATTLEBORO (Bristol) . . . **20 - 49%:** Bristol.	493.3	180.2	5,696,823	3,771,176	1,019,436	358,318	133,085	796,808	99,985	40.8
PITTSFIELD (Berkshire) . . . **Over 50%:** Berkshire.	142.8	54.9	1,842,708	1,149,121	270,217	106,046	30,578	228,862	34,349	56.1
SPRINGFIELD (Hampden) . . . **Over 50%:** Hampden; **20 - 49%:** Hampshire.	589.8	216.0	7,172.438	4,213,284	894,116	532,479	165,075	823,460	133,531	56.5

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MASSACHUSETTS (cont.)										
WORCESTER-FITCHBURG-LEOMINSTER (Worcester) . . . **Over 50%:** Worcester.	664.8	242.9	8,783,148	4,209,033	795,612	527,586	152,421	883,308	153,419	54.6
MICHIGAN										
ANN ARBOR (Washtenaw) . . . **20 - 49%:** Washtenaw.	270.2	98.6	3,641,123	1,879,430	268,881	284,846	119,726	438,939	63,934	45.6
BATTLE CREEK (Calhoun) . . . **20 - 49%:** Calhoun.	137.4	51.7	1,680,976	775,288	133,400	131,616	28,002	172,875	35,020	48.0
BENTON HARBOR (Berrien) . . . **20 - 49%:** Berrien.	165.7	61.2	1,893,382	838,233	149,734	139,042	22,909	170,627	30,797	48.7
DETROIT (Wayne, Macomb, Monroe, Oakland, St. Clair) . . . **Over 50%:** Macomb, Monroe, Oakland, St. Clair, Wayne; **20 - 49%:** Cheboygan, Crawford, Emmet, Iosco, Isabella, Lapeer, Livingston, Luce, Mackinac, Montmorency, Otsego, Presque Isle, Roscommon, Sanilac, Washtenaw.	4,886.7	1,782.0	62,827,755	31,500,238	5,652,319	3,589,304	1,665,162	7,941,376	1,562,266	74.1
FLINT (Genesee) . . . **Over 50%:** Genesee.	441.0	159.6	4,918,906	2,977,633	477,594	532,544	137,203	780,953	124,599	63.0
GRAND RAPIDS (Kent) . . . **Over 50%:** Kent; **20 - 49%:** Ottawa.	643.5	231.8	8,148,494	4,238,030	630,095	657,777	276,888	1,081,921	102,429	51.4
JACKSON (Jackson) . . . **Over 50%:** Jackson.	147.5	51.3	1,770,150	762,996	125,044	154,860	33,263	137,900	32,272	66.3
KALAMAZOO (Kalamazoo) . . . **Over 50%:** Kalamazoo; **20 - 49%:** Van Buren.	287.7	106.1	3,548,806	1,800,132	277,521	296,991	123,317	403,107	50,743	50.4
LANSING-EAST LANSING (Ingham) . . . **20 - 49%:** Clinton, Eaton, Ingham.	429.6	152.1	5,335,594	2,785,890	491,734	438,498	156,470	691,845	66,504	41.0
MUSKEGON (Muskegon) . . . **Over 50%:** Muskegon; **20 - 49%:** Oceana.	180.6	64.8	1,937,209	829,457	174,187	148,567	34,215	172,603	30,041	63.3

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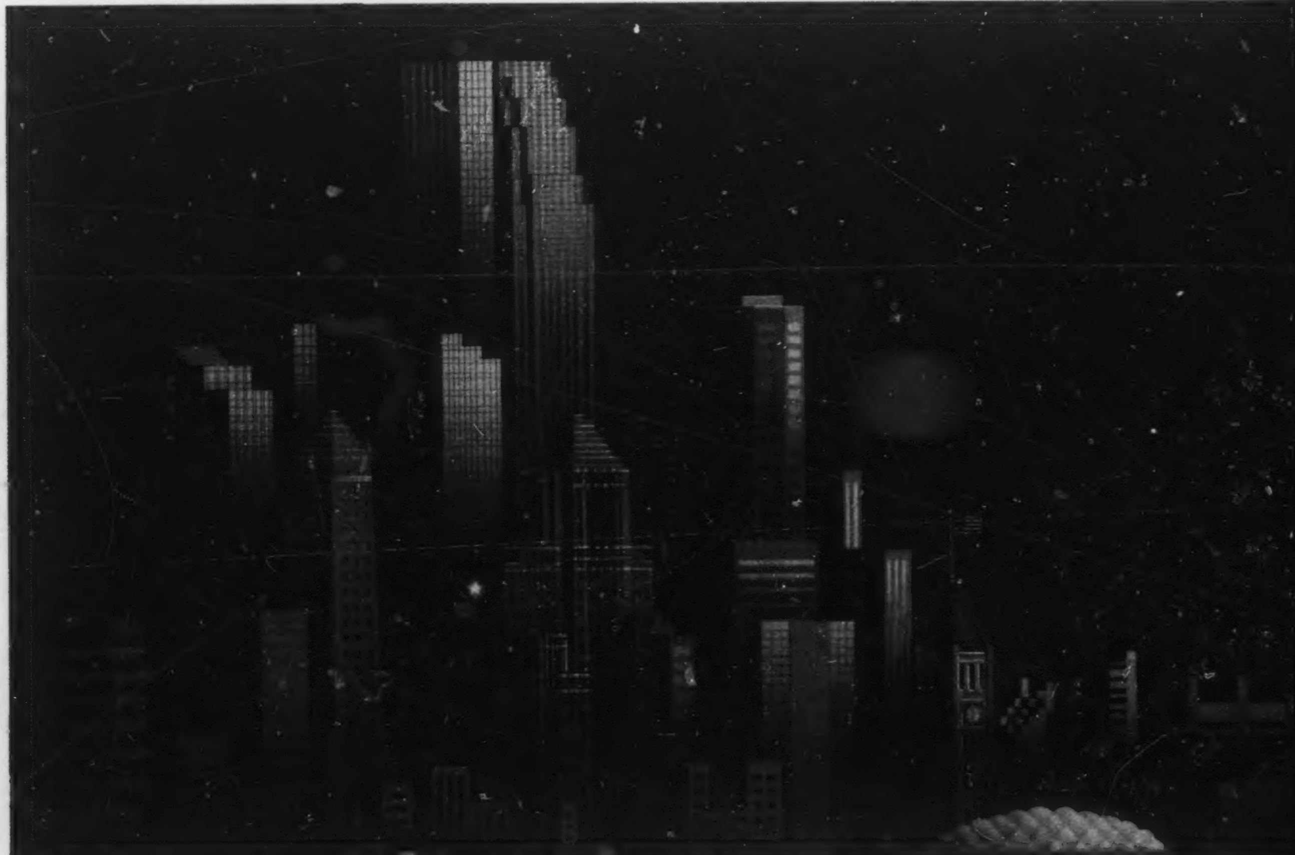
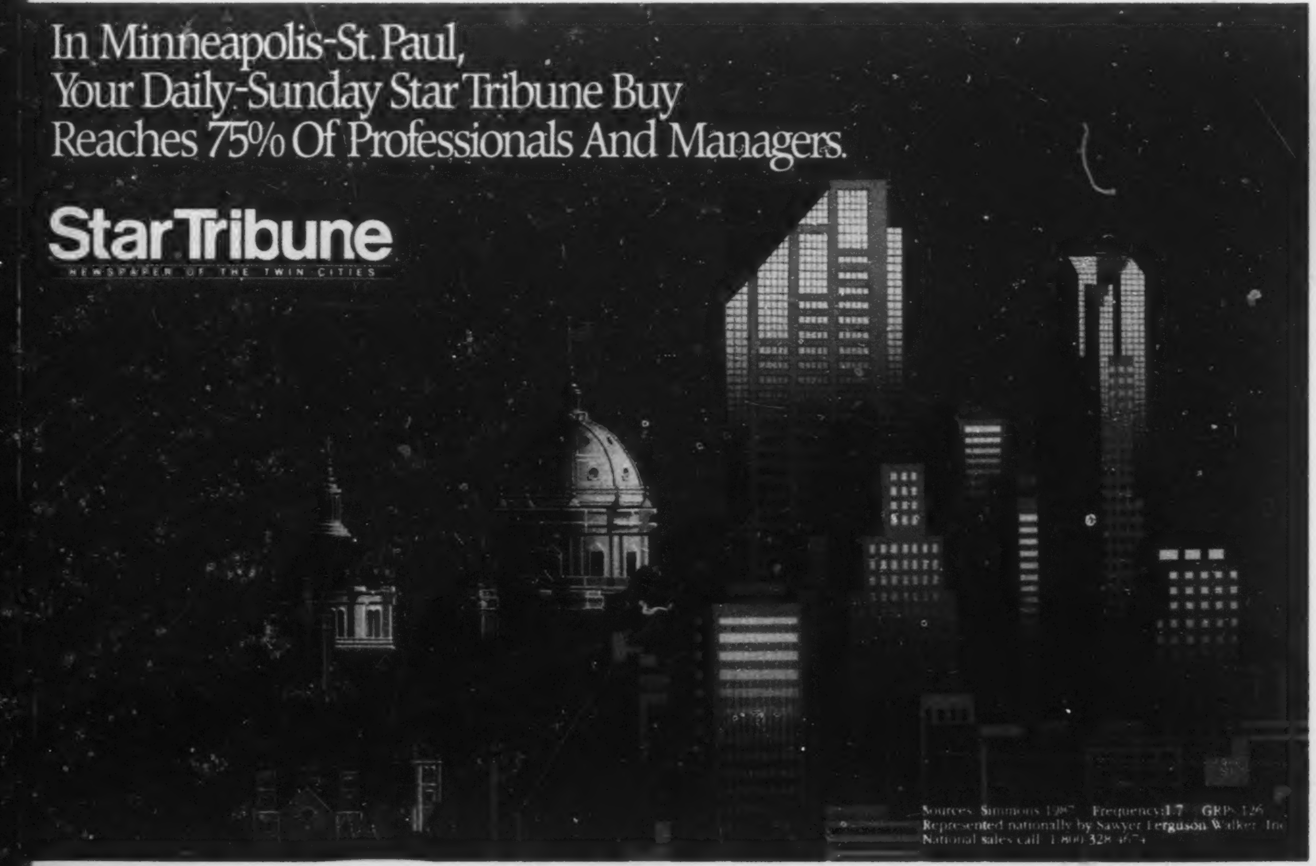
MICHIGAN (cont.)										
SAGINAW-BAY CITY-MIDLAND (Saginaw, Bay) . . . **Over 50%:** Bay, Saginaw; **20 - 49%:** Arenac, Ogemaw, Tuscola.	425.7	149.5	4,391,763	2,773,997	494,119	430,477	149,945	664,653	88,162	57.5
TRAVERSE CITY (Grand Traverse) . . . **Over 50%:** Grand Traverse, Leelanau; **20 - 49%:** Antrim, Benzie, Kalkaska.	118.3	43.6	1,190,304	734,780	152,460	101,417	29,193	169,275	11,218	54.3
MINNESOTA										
DULUTH (St. Louis) . . . **Over 50%:** Carlton, St. Louis; **20 - 49%:** Cook, Itasca, Lake; WIS.: Douglas.	345.1	129.2	3,765,906	1,945,869	428,334	240,462	65,382	365,364	59,547	45.1
FARGO-MOORHEAD (N.D.: Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	255.2	92.9	2,910,189	1,513,211	258,590	157,713	64,060	439,457	36,933	48.7
MANKATO (Blue Earth) . . . **Over 50%:** Blue Earth; **20 - 49%:** Le Sueur, Nicollet, Waseca, Watonwan.	137.6	48.9	1,407,434	709,937	150,789	55,696	32,433	188,711	26,544	46.4
MINNEAPOLIS-ST. PAUL (Hennepin, Ramsey) . . . **Over 50%:** Dakota, Hennepin, Ramsey, Washington; **20 - 49%:** Anoka, Carver, Chippewa, Chisago, Douglas, Isanti, Le Sueur, McLeod, Mille Lacs, Rice, Scott, Stevens, Traverse, Wright; WIS.: Pierce, Polk, St. Croix.	2,574.9	965.8	36,392,445	18,039,923	3,242,944	2,600,879	835,711	4,455,894	455,513	50.5
ROCHESTER (Olmsted) . . . **Over 50%:** Olmsted; **20 - 49%:** Dodge, Fillmore, Wabasha.	155.0	57.0	1,856,085	1,073,068	204,387	139,924	40,746	300,620	33,456	57.8
ST. CLOUD (Stearns) . . . **Over 50%:** Benton, Stearns.	142.9	45.5	1,356,491	1,326,287	168,917	119,213	36,748	202,821	23,338	51.0



S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986 POPULATION 12/31/86 Total Pop (Thous.)	Total House-holds (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
MISSISSIPPI										
BILOXI-GULFPORT (Harrison) . . . **Over 50%:** Harrison; **20 - 49%:** Hancock, Stone.	212.6	75.8	2,048,829	1,172,127	225,715	176,190	47,039	307,347	48,426	51.1
JACKSON (Hinds) . . . **Over 50%:** Hinds; **20 - 49%:** Copiah, Madison, Rankin.	431.3	152.2	4,446,990	2,335,825	454,362	344,847	112,774	590,262	94,530	44.6
TUPELO (Lee) . . . **Over 50%:** Lee; **20 - 49%:** Chickasaw, Itawamba, Monroe, Pontotoc, Prentiss, Tippah, Union.	232.1	84.0	1,822,209	1,090,402	238,430	149,077	53,763	279,333	39,852	36.2
MISSOURI										
JOPLIN (Jasper) . . . **Over 50%:** Jasper; **20 - 49%:** KAN.: Cherokee; MO.: Barton, McDonald, Newton.	185.9	70.2	1,750,251	1,030,090	236,428	148,495	35,501	267,991	21,232	45.4
KANSAS CITY (Jackson) . . . **Over 50%:** KAN.: Johnson, Wyandotte; MO.: Cass, Clay, Jackson, Lafayette, Platte; **20 - 49%:** KAN.: Anderson, Leavenworth, Linn, Miami; MO.: Bates, Caldwell, Carroll, Clinton, Henry, Johnson, Ray, Saline.	1,680.9	631.0	22,237,743	11,609,608	2,209,184	1,591,288	469,536	3,025,372	339,153	73.1
ST. JOSEPH (Buchanan) . . . **Over 50%:** KAN.: Doniphan; MO.: Andrew, Buchanan, De Kalb, Gentry, Holt; **20 - 49%:** MO.: Atchison, Caldwell, Clinton, Daviess, Harrison, Nodaway, Worth.	211.1	78.5	2,098,366	1,059,789	256,301	132,912	31,013	276,638	20,733	69.0
ST. LOUIS (St. Louis; ILL.: Madison, St. Clair) . . . **20 - 49%:** ILL.: Calhoun, Greene, Jersey, Macoupin, Madison, Monroe, St. Clair; MO.: St. Charles, St. Louis.	2,244.0	825.4	29,352,695	15,309,653	3,026,880	2,177,856	697,027	3,808,654	418,891	40.8
SPRINGFIELD (Greene) . . . **20 - 49%:** Christian, Dade, Greene, Polk, Taney, Webster.	304.5	114.4	3,216,413	1,862,971	388,294	293.170	84,637	471,858	45,936	39.4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Your Daily-Sunday Star Tribune Buy
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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986 POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						% Hslds. Cov. Total Area
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	
MONTANA										
BILLINGS (Yellowstone) . . . **Over 50%:** Yellowstone; **20 - 49%:** Big Horn, Carbon, Custer, Daniels, Dawson, Fallon, Garfield, Golden Valley, McCone, Musselshell, Park, Petroleum, Prairie, Richland, Roosevelt, Rosebud, Sheridan, Stillwater, Sweet Grass, Treasure, Valley, Wheatland, Wibaux; WYO.: Big Horn, Park.	305.2	116.1	3,132,194	2,027,245	465,872	210,946	95,379	399,129	65,051	44.5
GREAT FALLS (Cascade) . . . **Over 50%:** Cascade; **20 - 49%:** Blaine, Chouteau, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole.	155.2	58.7	1,551,273	842,237	177,896	90,403	47,295	186,412	39,899	48.4
MISSOULA (Missoula) . . . **Over 50%:** Missoula; **20 - 49%:** Granite, Lake, Mineral, Ravalli, Sanders.	143.7	56.4	1,374,746	660,906	163,280	65,115	32,386	125,526	21,812	44.9
NEBRASKA										
GRAND ISLAND (Hall) . . . **Over 50%:** Greeley, Hall, Howard, Merrick, Sherman; **20 - 49%:** Garfield, Hamilton, Nance, Valley.	95.2	35.8	890,373	545,298	82,702	88,424	27,523	123,195	12,265	63.6
LINCOLN (Lancaster) . . . **Over 50%:** Lancaster, Saline, Seward; **20 - 49%:** Butler, Fillmore, Gage, Jefferson, Johnson, Otoe, Pawnee, Saunders, Thayer.	338.4	129.8	4,252,757	1,734,735	339,816	224,480			62,990	57.0
OMAHA (Douglas) . . . **Over 50%:** Douglas, Sarpy; **20 - 49%:** IA.: Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby; NEB.: Blaine, Boone, Boyd, Brown, Burt, Butler, Cass, Chase, Cherry, Colfax, Cuming, Custer, Dawson, Deuel, Dodge, Furnas, Garden, Grant, Harlan, Holt, Kearney, Keith, Nemaha, Otoe, Phelps, Platte, Polk, Richardson, Rock, Saunders, Washington, Wayne.	1,022.6	384.0	12,330,571	6,146,131	1,195,875	716,987	372,114	1,536,154	185,810	46.8
NEVADA										
LAS VEGAS (Clark) . . . **Over 50%:** Clark; **20 - 49%:** Lincoln, Nye.	584.1	236.2	7,218,357	4,413,520	916,274	571,206	243,652	878,341	166,673	70.3
RENO (Washoe) . . . **20 - 49%:** Carson City, Humboldt, Lyon, Mineral, Pershing, Washoe.	300.6	126.4	4,012,774	2,628,893	549,039	378,760	95,935	496,691	87,072	39.7
NEW HAMPSHIRE										
MANCHESTER-NASHUA (Hillsborough) . . . **Over 50%:** Hillsborough; **20 - 49%:** Coos.	348.1	126.5	4,988,807	3,069,422	587,906	473,054	155,251	693,808	69,752	51.8
PORTSMOUTH-DOVER-ROCHESTER (Strafford) . . . **Over 50%:** Strafford.	92.0	33.1	1,130,341	570,357	148,290	28,129	17,747	142,353	14,131	56.3
NEW JERSEY										
ATLANTIC CITY (Atlantic) . . . **Over 50%:** Atlantic; **20 - 49%:** Cape May.	307.4	120.5	3,746,771	2,515,590	534,234	215,750	109,435	488,551	80,423	54.3

***The Big Tomato...*ripe for picking**

Monmouth-Ocean, N.J. is in the top 35 in spending power and the top 50 in size.

- #49 Population
- #21 AVG HH EBI
- #16 Per Capita EBI
- #36 HH with EBI $50,000+
- #46 Number of Households

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THE ASBURY PARK
PRESS

S&MM 1987

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986 POPULATION 12/31/86 Total Pop (Thous.)	 Total House-holds (Thous.)	 EFFECTIVE BUYING INCOME Total EBI ($000)	 RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	 Food ($000)	 General Merchan-dise ($000)	 Furnit./ Furnish./ Appl. ($000)	 Auto-motive ($000)	 Drug ($000)	% Hslds. Cov. Total Area
NEW JERSEY (cont.)										
BERGEN-PASSAIC (Bergen, Passaic) . . . **Over 50%:** Passaic; **20 - 49%:** Bergen.	1,302.9	482.4	22,157,291	11,076,650	2,077,593	1,237,015	777,687	2,317,919	329,990	49.2
JERSEY CITY (Hudson) . . . **20 - 49%:** Hudson.	556.2	214.9	6,526,609	2,818,105	751,625	133,299	158,274	501,225	99,082	38.4
MIDDLESEX-SOMERSET-HUNTERDON (Middlesex, Somerset) . . . **20 - 49%:** Middlesex, Somerset.	846.1	298.5	13,824,297	6,429,892	1,393,724	745,402	517,148	1,282,548	177,959	46.9
MONMOUTH-OCEAN (Monmouth) . . . **20 - 49%:** Monmouth, Ocean.	957.2	360.5	14,837,079	6,620,082	1,447,305	610,843	303,854	1,852,298	182,629	36.7

If money could buy happiness, Bergen/Passaic could afford it.

Annually, Bergen/Passaic residents purchase $20.7 billion worth of retail merchandise. And while this may not buy happiness, spending does seem to keep this wealthy and desirable market occupied.

Whether these shopping-happy consumers are buying a new car, looking for vacation spots, or updating a wardrobe, they look to The Record, faithfully. And with your advertising dollars targeted in The Record, New Jersey's largest evening newspaper, your message reaches over 439,000 of Bergen/Passaic's distinctly upscale residents daily. Which means you capture the sixth largest market in America for percentage of households with EBI's of $50,000 and over. And for 65 percent of these readers, The Record is their exclusive newspaper.

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Sources: The Scarborough Report, 1986 © S&MM Survey of Buying Power, 1986 National Representative: Sawyer-Ferguson-Walker Co.

Reach the Greenest Coverage in the Garden State in the Daily Record.

Daily Record
Morris East

- Morris County's $52,541 is the highest EBI per household in New Jersey (Source: 1986 SM&M Survey of Buying Power)
- Morris County is currently #2 in U.S. median EBI per household at $42,445 (Source: 1986 SM&M Survey of Buying Power)
- Morris County is #1 in median household income in the New York ADI (Source: 1986 SM&M Survey of Buying Power)
- 58% of all adults earning $50,000 plus per year in Morris County read the Daily Record (Source: Belden Associates, 1985)

The Daily Record reaches the richest county in New Jersey and one of the richest counties in the U.S.

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986									% Hslds. Cov. Total Area
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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NEW JERSEY (cont.)										
NEWARK (Essex, Morris, Union) . . . **Over 50%:** Morris, Union; **20 - 49%:** Essex, Hunterdon, Middlesex, Somerset, Sussex, Warren.	2,934.6	1,052.9	46,443,485	19,664,203	4,291,433	1,817,806	1,377,007	4,208,089	595,105	45.3
PHILADELPHIA (PENN.: Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia.	4,827.4	1,773.3	63,47 ,921	31,122,684	6,102,247	3,676,526	1,615,370	7,184,748	1,124,643	64.1
TRENTON (Mercer) . . . **Over 50%:** Mercer.	319.8	115.1	5,049,666	2,300,232	480,021	299,001	127,858	424,432	78,044	84.1
NEW MEXICO										
ALBUQUERQUE (Bernalillo) . . . **Over 50%:** Bernalillo, Catron; **20 - 49%:** Guadalupe, Los Alamos, Santa Fe, Socorro, Valencia.	640.6	241.9	7,172,379	3,979,717	814,233	452,732	231,973	884,771	128,728	54.5
NEW YORK										
ALBANY-SCHENECTADY-TROY (Albany, Schenectady, Rensselaer) . . . **Over 50%:** Albany, Rensselaer, Saratoga, Schenectady; **20 - 49%:** Montgomery, Schoharie.	842.7	314.2	11,185,597	5,264,213	1,229,366	501,904	274,815	1,205,069	199,946	70.3
BINGHAMTON (Broome) . . . **Over 50%:** Broome; **20 - 49%:** Tioga.	268.5	98.9	3,495,139	1,492,616	363,530	161,301	70,614	330,252	71,608	57.7
BUFFALO (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Niagara, Wyoming.	1,234.1	453.6	15,144,042	6,563,376	1,720,928	700,605	301,283	1,403,656	330,233	65.4
ELMIRA (Chemung) . . . **Over 50%:** Chemung; **20 - 49%:** Schuyler; PENN.: Tioga.	155.0	55.4	1,562,221	724,092	151,958	109,997	25,661	169,950	30,952	51.8
GLENS FALLS (Warren) . . . **Over 50%:** Warren, Washington.	115.0	40.3	1,253,015	705,572	177,518	70,290	18,826	146,996	31,637	67.3

#1 Suburban market in the New York ADI

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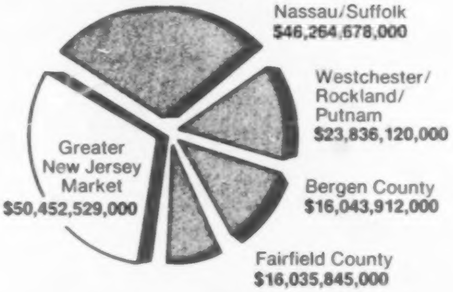

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Sources: S & MM Survey of Buying Power, 1987; ABC FasFax 3/31/87; The Scarborough Report, 1986. The Greater New Jersey Market is Essex, Middlesex, Monmouth, Morris, Somerset & Union Counties.

S&MM's SURVEY OF NEWSPAPER MARKETS

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	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
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NEW YORK (cont.)										
JAMESTOWN (Chautauqua) . . . **20 - 49%:** Chautauqua.	147.5	54.7	1,622,043	673,856	183,915	67,371	24,996	152,785	27,545	46.8
NASSAU-SUFFOLK (Suffolk) . . . **Over 50%:** Nassau. Suffolk.	2,663.8	865.5	46,264,678	20,979,657	4,306,903	2,127,985	1,429,882	4,254,963	624,446	57.3
NEW YORK (New York City, Rockland, Westchester) . . . **Over 50%:** New York City, Rockland, Westchester; **20 - 49%:** CONN.: Fairfield; N.J.: Bergen, Hudson, Union; N.Y.: Dutchess, Nassau, Putnam, Suffolk.	14,181.1	5,375.1	217,918,232	88,366,753	18,122,131	9,167,782	6,249,070	15,268,660	2,952,236	48.5
NIAGARA FALLS (Niagara) . . . **20 - 49%:** Niagara.	217.4	80.0	2,658,229	1,016,667	280,313	128,551	34,192	215,982	50,466	33.8

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With just one issue of Newsday, your ad reaches 464,900 adults in Nassau-Suffolk, Long Island, with household incomes of $50,000 or more. That's seven out of 10 of all Long Island adults in this affluent bracket.

Newsday

Source: The Scarborough Report-New York Market, 1986

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one is The schenectady Gazette
morning circulation leader in 3 of the 6 metro counties.

- 59% OF ADI READERS HAVE HH INCOME OF $30,000+
- 77% OF READERS OWN THEIR OWN HOMES
- 78.8% HOME COUNTY PENETRATION

SOURCE: ABC AUDIT REPORT, 1987 SIMMONS RESEARCH REPORT
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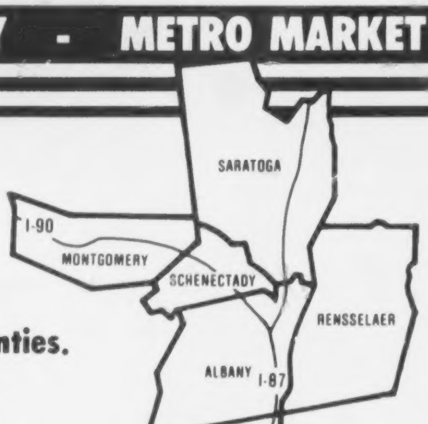

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NEW YORK (cont.)										
OLEAN (Cattaraugus) . . . **20 - 49%:** Allegany, Cattaraugus; PENN.: Potter.	159.6	55.3	1,498,686	594,231	164,583	54,193	20,234	141,838	24,738	37.6
ORANGE COUNTY (Orange) . . . **Over 50%:** Orange, Sullivan.	354.0	120.0	4,305,511	2,065,466	519,802	243,301	92,467	427,613	61,935	57.0
POUGHKEEPSIE (Dutchess) . . . **20 - 49%:** Dutchess.	259.8	88.5	3,762,321	1,497,071	367,457	151,753	63,765	322,382	50,812	44.1
ROCHESTER (Monroe) . . . **Over 50%:** Monroe; **20 - 49%:** Livingston, Ontario, Wayne.	952.5	351.1	13,682,306	5,794,787	1,263,252	579,387	309,862	1,497,122	243,798	61.9
SYRACUSE (Onondaga) . . . **Over 50%:** Onondaga; **20 - 49%:** Cayuga, Madison, Oswego.	737.7	264.4	9,526,920	4,089,489	1,020,498	383,508	199,374	974,023	182,760	65.5
UTICA-ROME (Oneida) . . . **Over 50%:** Oneida; **20 - 49%:** Herkimer.	322.8	116.0	3,593,826	1,650,693	410,830	162,818	76,294	339,046	92,283	50.6
WATERTOWN (Jefferson) . . . **Over 50%:** Jefferson; **20 - 49%:** Lewis, St. Lawrence.	236.5	80.3	2,299,581	1,059,724	249,056	89,455	40,678	247,458	75,649	49.2
NORTH CAROLINA										
ASHEVILLE (Buncombe) . . . **Over 50%:** Buncombe; **20 - 49%:** Graham, Haywood, Jackson, Macon, Madison, Mitchell, Swain, Transylvania, Yancey.	362.1	139.0	3,621,295	2,145,820	430,258	212,342	98,944	526,091	95,901	37.7
BURLINGTON (Alamance) . . . **Over 50%:** Alamance.	102.8	39.3	1,139,801	849,472	153,791	79,093	51,049	236,870	30,053	70.6
CHARLOTTE-GASTONIA-ROCK HILL (Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Cabarrus, Cleveland, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,301.0	480.8	14,830,425	8,048,558	1,777,775	800,717	438,536	2,133,603	268,244	53.7

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986									% Hslds. Cov. Total Area
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
NORTH CAROLINA (cont.)										
FAYETTEVILLE (Cumberland) . . . **Over 50%:** Cumberland; **20 - 49%:** Hoke.	286.8	91.4	2,703,275	1,457,708	267,710	219,678	131,128	385,997	35,222	61.5
GREENSBORO-WINSTON-SALEM-HIGH POINT (Guilford, Forsyth) . . . **Over 50%:** Forsyth, Guilford; **20 - 49%:** Alleghany, Davidson, Davie, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin.	1,094.5	415.4	12,610,479	6,762,407	1,311,869	727,830	429,494	1,648,478	239,100	51.4
HICKORY (Catawba) . . . **20 - 49%:** Catawba.	114.7	42.8	1,350,470	901,081	163,711	89,685	48,199	247,359	38,943	46.3
RALEIGH-DURHAM (Wake, Durham) . . . **Over 50%:** Durham, Wake; **20 - 49%:** Franklin, Granville, Johnston, Orange, Person, Washington.	809.7	303.3	9,884,577	4,982,766	967,853	564,772	313,157	1,215,104	209,226	58.3
WILMINGTON (New Hanover) . . . **Over 50%:** New Hanover; **20 - 49%:** Brunswick, Columbus, Pender.	242.2	89.6	2,291,426	1,444,672	309,131	173,308	67,350	334,448	49,517	47.5
NORTH DAKOTA										
BISMARCK (Burleigh) . . . **Over 50%:** Burleigh, Morton; **20 - 49%:** Adams, Emmons, Grant, Hettinger, Kidder, McLean, Mercer, Oliver.	144.0	50.9	1,637,496	818,625	157,460	102,597	31,280	237,700	23,004	49.2
FARGO-MOORHEAD (Cass) . . . **Over 50%:** MINN.: Clay; N.D.: Cass, Ransom; **20 - 49%:** MINN.: Mahnomen, Norman, Wilkin; N.D.: Barnes, Dickey, Eddy, Foster, Griggs, La Moure, Richland, Sargent, Steele, Traill.	255.2	92.9	2,910,189	1,513,211	258,590	157,713	64,060	439,457	36,933	48.7
GRAND FORKS (Grand Forks) . . . **Over 50%:** Grand Forks; **20 - 49%:** MINN.: Kittson, Marshall, Pennington, Polk, Red Lake, Roseau; N.D.: Cavalier, Nelson, Pembina, Ramsey, Traill, Walsh.	219.0	77.9	2,385,560	1,237,055	223,680	140,931	55,017	374,957	29,984	46.5
MINOT (Ward) . . . **Over 50%:** Bottineau, Burke, McHenry, Renville, Ward; **20 - 49%:** Divide, McLean, Mountrail, Pierce, Wells.	123.5	43.6	1,380,009	714,494	122,260	74,553	38,650	215,660	17,898	54.3
OHIO										
AKRON (Summit) . . . **Over 50%:** Summit; **20 - 49%:** Medina.	628.9	233.7	7,601,335	3,727,494	788,152	453,280	144,482	820,745	159,820	55.8
CANTON (Stark) . . . **20 - 49%:** Stark.	377.4	138.0	4,255,647	2,213,723	493,225	274,078	99,804	472,448	80,998	40.2
CINCINNATI (Hamilton) . . . **Over 50%:** KY.: Boone, Campbell, Kenton; OHIO: Hamilton; **20 - 49%:** IND.: Dearborn, Ohio, Ripley; KY.: Bracken, Gallatin, Grant, Pendleton; OHIO: Brown, Butler, Clermont.	1,691.4	627.5	20,371,832	10,077,139	2,046,531	1,462,206	474,997	2,266,306	415,851	47.0
CLEVELAND (Cuyahoga, Lake) . . . **Over 50%:** Cuyahoga, Lake; **20 - 49%:** Geauga, Medina.	1,853.3	712.3	23,747,837	12,444,134	2,403,872	1,727,151	682,389	2,658,348	639,276	58.9
COLUMBUS (Franklin) . . . **Over 50%:** Franklin; **20 - 49%:** Delaware, Fairfield, Madison, Pickaway, Union.	1,175.6	449.7	14,425,113	7,953,680	1,468,577	1,076,324	448,241	1,956,336	258,436	46.9

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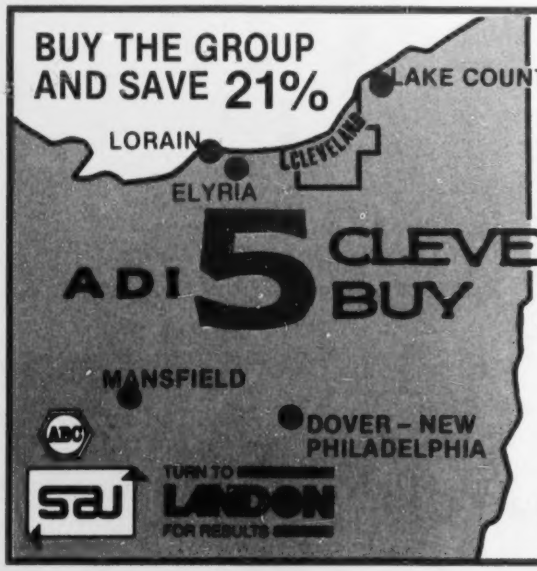
OHIO (cont.)										
DAYTON-SPRINGFIELD (Montgomery, Clark) . . . **Over 50%:** Clark, Montgomery; **20 - 49%:** Champaign, Darke, Greene, Miami, Preble.	1,063.0	404.1	13,239,803	6,052,997	1,233,057	814,630	310,790	1,372,272	196,003	60.5
FINDLAY (Hancock) . . . **Over 50%:** Hancock.	65.1	24.8	865,090	341,870	63,609	46,300	13,721	99,013	11,694	70.3
HAMILTON-MIDDLETOWN (Butler) . . . **20 - 49%:** Butler.	273.6	97.3	3,095,186	1,225,734	284,247	138,479	46,539	311,567	50,154	28.6
LIMA (Allen) . . . **Over 50%:** Allen; **20 - 49%:** Auglaize, Putnam.	191.0	67.7	2,046,364	1,100,760	210,921	172,466	42,289	244,106	39,910	53.2
LORAIN-ELYRIA (Lorain) . . . **Over 50%:** Lorain.	273.6	95.8	3,291,647	1,332,893	300,436	183,423	52,849	329,087	60,238	69.0
MANSFIELD (Richland) . . . **Over 50%:** Richland.	130.9	48.9	1,480,229	824,618	138,634	158,766	27,892	193,721	25,489	63.8
NEW PHILADELPHIA-DOVER (Tuscarawas) . . . **Over 50%:** Tuscarawas.	86.5	33.0	866,307	407,408	84,288	45,579	19,966	103,303	14,653	69.7
PARKERSBURG-MARIETTA (W.VA.: Wood) . . . **Over 50%:** W.VA.: Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	183.9	68.8	1,816,648	1,007,012	193,947	147,077	41,540	255,866	45,733	48.1
SANDUSKY (Erie) . . . **Over 50%:** Erie; **20 - 49%:** Huron.	134.9	49.1	1,499,675	710,980	136,983	104,548	31,322	173,722	26,020	46.9
TOLEDO (Lucas) . . . **Over 50%:** Lucas; **20 - 49%:** Fulton, Henry, Ottawa, Wood.	684.1	255.8	8,434,632	5,013,500	967,388	788,384	240,887	1,123,494	214,271	55.6
WOOSTER (Wayne) . . . **Over 50%:** Wayne; **20 - 49%:** Holmes.	134.0	44.6	1,427,486	529,982	127,314	42,469	23,862	142,071	13,046	53.2
YOUNGSTOWN-WARREN (Mahoning, Trumbull) . . . **Over 50%:** Mahoning, Trumbull.	516.9	191.9	6,076,654	2,867,664	574,064	473,182	136,315	569,292	109,736	66.9
OKLAHOMA										
ENID (Garfield) . . . **Over 50%:** Alfalfa, Garfield, Grant; **20 - 49%:** Major, Woods.	99.2	38.5	1,148,917	615,536	142,513	55,545	33,112	148,587	24,097	62.8
LAWTON (Comanche) . . . **Over 50%:** Comanche; **20 - 49%:** Cotton.	126.0	41.0	1,260,763	635,195	142,894	111,769	32,984	136,852	12,497	65.7
OKLAHOMA CITY (Oklahoma) . . . **Over 50%:** Oklahoma; **20 - 49%:** Beaver, Blaine, Canadian, Cleveland, Custer, Dewey, Ellis, Garvin, Grady, Greer, Harmon, Harper, Kingfisher, Kiowa, Logan, McClain, Marshall, Roger Mills, Washita.	1,144.7	439.1	13,545,479	8,416,978	1,581,971	1,023,877	473,361	2,011,304	185,772	43.1
TULSA (Tulsa) . . . **Over 50%:** Tulsa; **20 - 49%:** Craig, Creek, Delaware, Mayes, Okmulgee, Rogers, Wagoner, Washington.	870.2	334.5	10,106,754	5,062,538	1,104,123	633,001	298,562	1,054,512	103,102	52.6



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OREGON										
EUGENE-SPRINGFIELD (Lane) . . . **Over 50%:** Lane.	266.4	104.3	2,803,728	1,471,299	300,932	205,214	79,879	354,887	34,458	61.5
MEDFORD (Jackson) . . . **Over 50%:** Jackson.	141.3	53.2	1,342,066	792,219	139,004	127,925	32,394	184,360	15,154	50.4
PORTLAND (Multnomah) . . . **Over 50%:** Multnomah, Washington; **20 - 49%:** Clackamas, Clatsop, Columbia, Gilliam, Grant, Harney, Hood River, Jefferson, Lincoln, Sherman, Tillamook, Wasco, Yamhill; WASH.: Skamania.	1,365.7	536.8	17,003,353	8,834,055	1,579,401	1,449,709	418,523	2,004,264	165,775	48.4
SALEM (Marion) . . . **20 - 49%:** Marion, Polk.	262.2	97.2	2,548,961	1,238,516	241,787	199,206	57,180	293,293	30,989	48.6
PENNSYLVANIA										
ALLENTOWN-BETHLEHEM (Lehigh, Northampton) . . . **Over 50%:** N.J.: Warren; PENN.: Lehigh, Northampton; **20 - 49%:** PENN.: Carbon.	660.7	253.0	8,327,706	4,035,091	816,005	450,698	171,473	971,098	123,677	72.0
ALTOONA (Blair) . . . **Over 50%:** Blair.	135.4	51.1	1,359,232	801,616	176,416	106,932	44,685	207,886	30,807	58.1
BEAVER COUNTY (Beaver) . . . **Over 50%:** Beaver.	194.6	71.7	2,335,729	872,971	244,302	153,741	39,638	148,856	36,824	61.5
BUTLER (Butler) . . . **Over 50%:** Butler.	153.9	54.6	1,608,940	669,715	135,006	87,950	37,505	169,491	23,086	53.3
ERIE (Erie) . . . **Over 50%:** Erie.	281.9	102.7	3,223,391	1,499,920	327,284	180,758	81,602	346,443	54,311	66.8
HARRISBURG-LEBANON-CARLISLE (Dauphin, Lebanon) . . . **Over 50%:** Dauphin, Lebanon; **20 - 49%:** Cumberland, Perry.	580.9	222.8	7,455,532	4,165,367	902,867	457.242	188,557	971,384	131,515	52.5
JOHNSTOWN (Cambria) . . . **Over 50%:** Cambria; **20 - 49%:** Somerset.	259.3	94.8	2,332,733	1,043,153	247,291	126,654	51,383	243,123	36,418	49.2
LANCASTER (Lancaster) . . . **Over 50%:** Lancaster.	389.1	140.7	4,634,317	2,433,663	521,935	255,881	150,169	557,888	73,891	68.9
PHILADELPHIA (Philadelphia, Bucks, Chester, Delaware, Montgomery; N.J.: Burlington, Camden, Gloucester) . . . **Over 50%:** N.J.: Burlington, Camden, Gloucester; PENN.: Bucks, Chester, Delaware, Montgomery, Philadelphia.	4,827.4	1,773.3	63,471,921	31,122,684	6,102,247	3,676,526	1,615,370	7,184,748	1,124,643	64.1
PITTSBURGH (Allegheny, Fayette, Washington, Westmoreland) . . . **Over 50%:** Allegheny, Fayette, Washington, Westmoreland; **20 - 49%:** Armstrong, Greene.	2,260.2	881.0	27,525,004	12,551,826	2,662,293	1,754,876	618,619	2,963,388	447,665	63.4
POTTSVILLE (Schuylkill) . . . **20 - 49%:** Schuylkill.	159.5	63.0	1,565,479	760,734	208,788	112,822	42,875	129.143	36,554	43.4
READING (Berks) . . . **Over 50%:** Berks.	323.7	125.4	3,967,006	2,249,105	417,434	257,302	115,087	541,854	56,264	62.8

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PENNSYLVANIA (cont.)										
SCRANTON-WILKES-BARRE (Lackawanna, Luzerne) . . . **Over 50%:** Lackawanna, Luzerne; **20 - 49%:** Wayne, Wyoming.	624.9	238.4	6,470,627	3,525,160	775,004	442,205	153,915	725,238	155,525	77.2
SHARON (Mercer) . . . **Over 50%:** Mercer.	126.6	46.5	1,313,663	579,428	123,092	83,823	28,520	155,933	16,474	52.4
SUNBURY (Northumberland) . . . **Over 50%:** Union; **20 - 49%:** Northumberland, Snyder.	171.0	63.6	1,605,061	869,849	190,953	103,706	40,062	213,664	34,444	38.7
WILLIAMSPORT (Lycoming) . . . **Over 50%:** Lycoming.	118.3	43.9	1,224,222	637,237	146,761	81,809	31,105	156,397	21,388	68.9
YORK (York) . . . **Over 50%:** York.	326.8	124.0	3,961,723	1,748,872	363,621	227,917	90,057	427,827	48,143	69.8
RHODE ISLAND										
PROVIDENCE-PAWTUCKET-WOONSOCKET (Providence) . . . **Over 50%:** Bristol, Kent, Providence; **20 - 49%:** Newport, Washington.	980.5	359.0	12,472,989	6,195,993	1,267,350	717,219	247,929	1,220,919	247,977	66.4
SOUTH CAROLINA										
ANDERSON (Anderson) . . . **20 - 49%:** GA.: Elbert, Franklin, Hart, Stephens; S.C.: Abbeville, Anderson, Oconee.	301.3	112.4	2,838,805	1,365,308	317,971	130,417	62,688	363,218	62,155	34.6
CHARLESTON (Charleston) . . . **Over 50%:** Charleston; **20 - 49%:** Berkeley, Colleton, Dorchester.	528.8	181.8	4,972,761	2,885,294	619,117	304,115	165,744	758,104	78,599	54.8
CHARLOTTE-GASTONIA-ROCK HILL (N.C.: Mecklenburg, Gaston, Rowan; S.C.: York) . . . **Over 50%:** N.C.: Gaston, Mecklenburg, Rowan; S.C.: York; **20 - 49%:** N.C.: Cabarrus, Cleveland, Lincoln, Stanly, Union; S.C.: Chester, Lancaster.	1,301.0	480.8	14,830,425	8,048,558	1,777,775	800,717	438,536	2,133,603	268,244	53.7
COLUMBIA (Richland) . . . **Over 50%:** Lexington, Richland; **20 - 49%:** Fairfield, Kershaw, Newberry, Saluda.	562.3	201.9	6,299,528	3,144,084	587,587	386,113	148,265	786,143	95,421	56.1
FLORENCE (Florence) . . . **20 - 49%:** Darlington, Florence.	186.8	65.0	1,593,709	972,028	187,654	108,243	41,127	260,485	37,796	38.9
GREENVILLE-SPARTANBURG (Greenville, Spartanburg) . . . **Over 50%:** Greenville, Spartanburg; **20 - 49%:** Cherokee, Laurens, Pickens, Union.	744.8	274.8	7,362,036	4,195,552	922,123	501,058	226,650	936,454	147,932	51.9
MYRTLE BEACH (Horry) . . . **20 - 49%:** Horry.	131.3	49.5	1,372,521	1,212,613	243,781	114,661	95,931	251,896	32,902	50.0
SOUTH DAKOTA										
RAPID CITY (Pennington) . . . **Over 50%:** Pennington; **20 - 49%:** Butte, Custer, Fall River, Haakon, Jackson, Lawrence, Meade; WYO.: Weston.	158.6	59.1	1,840,532	978,758	199,330	110,766	37,110	252,007	29,467	48.6

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SOUTH DAKOTA (cont.)										
SIOUX FALLS (Minnehaha) . . . **Over 50%:** Minnehaha; **20 - 49%:** IA.: Lyon; S.D.: Hutchinson, Lake, Lincoln, McCook, Miner, Moody, Turner.	198.2	75.5	2,388,186	1,131,701	194,448	136,762	54,380	294,795	55,235	43.6
TENNESSEE										
CHATTANOOGA (Hamilton) . . . **Over 50%:** Hamilton; **20 - 49%:** GA.: Catoosa, Dade, Walker; TENN.: Bledsoe, Marion, Rhea, Sequatchie.	468.3	174.4	4,706,273	2,859,908	676,520	362,934	156,113	680,751	78,744	50.8
JACKSON (Madison) . . . **Over 50%:** Madison; **20 - 49%:** Carroll, Chester, Crockett, Gibson, Henderson.	207.8	78.2	1,912,632	1,153,086	222,338	201,334	53,409	275,848	46,656	39.0
JOHNSON CITY-KINGSPORT-BRISTOL (Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Smyth, Wise.	612.0	223.0	5,885,417	3,070,444	695,863	402,747	129,766	822,377	120,150	50.2
KNOXVILLE (Knox) . . . **Over 50%:** Knox; **20 - 49%:** Anderson, Blount, Grainger, Jefferson, Loudon, Morgan, Roane, Sevier, Union.	697.7	266.9	7,436,237	4,964,617	1,042,909	608,628	260,412	1,163,042	164,051	48.8
MEMPHIS (Shelby) . . . **Over 50%:** Shelby; **20 - 49%:** ARK.: Crittenden; MISS.: De Soto, Tate; TENN.: Fayette, Tipton.	1,004.2	357.4	10,387,903	6,788,107	1,310,458	925,228	390,987	1,707,152	263,551	47.8
NASHVILLE (Davidson) . . . **Over 50%:** Davidson; **20 - 49%:** Cheatham, Coffee, Dickson, Humphreys, Robertson, Rutherford, Sumner, Williamson, Wilson.	993.6	370.2	11,986,245	6,514,115	1,247,391	963,725	321,048	1,643,813	205,346	42.7
TEXAS										
ABILENE (Taylor) . . . **Over 50%:** Taylor; **20 - 49%:** Callahan, Coleman, Eastland, Fisher, Haskell, Jones, Knox, Mitchell, Nolan, Shackelford, Stephens, Stonewall.	246.8	91.3	2,472,031	1,714,800	354,066	171,142	63,368	421,194	63,433	47.9
AMARILLO (Potter) . . . **Over 50%:** Armstrong, Oldham, Potter, Randall; **20 - 49%:** Briscoe, Carson, Childress, Collingsworth, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts, Sherman, Swisher, Wheeler.	385.6	143.4	4,377,602	2,384,392	552,236	231,697	105,729	590,568	55,043	47.1
AUSTIN (Travis) . . . **Over 50%:** Travis; **20 - 49%:** Bastrop, Burnet, Caldwell, Hays, Lee, Llano, Williamson.	846.6	321.5	10,633,354	5,311,970	1,104,025	571,009	310,821	1,139,001	103,552	48.9
BEAUMONT-PORT ARTHUR (Jefferson) . . . **20 - 49%:** Hardin, Jasper, Jefferson, Newton, Orange, Sabine, Tyler.	473.7	170.0	5,468,670	2,755,836	602,119	349,908	122,108	599,896	85,954	38.2
BROWNSVILLE-HARLINGEN (Cameron) . . . **20 - 49%:** Cameron, Willacy.	270.2	76.7	1,835,679	1,407,421	344,328	170,492	83,734	256,270	29,222	26.9
BRYAN-COLLEGE STATION (Brazos) . . . **20 - 49%:** Brazos, Burleson, Robertson.	151.5	55.5	1,654,173	970,384	233,277	139,642	30,733	176,370	15,109	42.4
CORPUS CHRISTI (Nueces) . . . **Over 50%:** Nueces; **20 - 49%:** Aransas, Duval, Jim Wells, Kleberg, Refugio, San Patricio.	479.8	157.5	4,717,569	2,900,674	739,259	285,635	144,942	613,439	53,611	50.8
DALLAS (Dallas) . . . **Over 50%:** Dallas; **20 - 49%:** Collin, Denton, Ellis, Kaufman, Rockwall.	2,378.0	890.6	33,636,723	17,259,871	3,384,735	2,017,655	936,590	3,920,290	413,548	55.6
EL PASO (El Paso) . . . **20 - 49%:** Culberson, El Paso, Hudspeth.	563.2	167.7	4,722,732	2,520,795	511,150	389,651	146,566	475,129	51,335	46.9
FORT WORTH-ARLINGTON (Tarrant) . . . **Over 50%:** Tarrant; **20 - 49%:** Hood, Johnson, Parker, Wise.	1,287.7	474.7	16,802,082	8,647,682	1,867,678	1,091,775	366,930	2,025,332	198,258	49.8
GALVESTON-TEXAS CITY (Galveston) . . . **20 - 49%:** Galveston.	218.9	79.3	2,767,517	1,333,584	369,112	118,653	38,043	271,398	37,313	35.3
HOUSTON (Harris) . . . **Over 50%:** Harris, Waller; **20 - 49%:** Austin, Brazoria, Colorado, Fort Bend, Galveston, Matagorda, Montgomery, Trinity, Walker.	3,750.3	1,357.9	50,093,[illegible]12	24,483,081	5,350,436	2,810,810	1,233,747	5,277,534	714,066	48.7
KILLEEN-TEMPLE (Bell) . . . **20 - 49%:** Bell, Milam.	201.5	69.7	1,926,809	1,097,607	235,205	176,146	52,085	250,243	23,025	34.1
LONGVIEW-MARSHALL (Gregg) . . . **Over 50%:** Gregg; **20 - 49%:** Morris, Upshur.	162.8	59.4	1,800,292	1,172,179	255,379	160,921	45,620	298,284	30,33[illegible]	48.3
LUBBOCK (Lubbock) . . . **Over 50%:** Lubbock; **20 - 49%:** Bailey, Borden, Cochran, Cottle, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, Lamb, Lynn, Motley, Terry, Yoakum.	410.7	142.2	3,943,060	2,251,515	487,004	251,043	114,292	607,452	50,[illegible]41	46.1
MCALLEN-EDINBURG-MISSION (Hidalgo) . . . **20 - 49%:** Hidalgo.	360.8	98.5	2,267,402	1,681,474	362,534	239,277	101,154	294,484	36,676	25.1

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total Households (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
TEXAS (cont.)										
ODESSA (Ector) . . . **20 - 49%:** Andrews, Crane, Ector, Upton, Ward, Winkler.	189.0	67.0	2,340,514	1,689,711	343,227	206,874	97,985	412,743	30,572	42.4
SAN ANGELO (Tom Green) . . . **Over 50%:** Coke, Sterling, Tom Green; **20 - 49%:** Concho, Crockett, Glasscock, Irion, Kimble, McCulloch, Mason, Menard, Reagan, Runnels, Schleicher, Sutton, Terrell, Upton.	166.6	60.4	1,788,927	1,107,860	251,320	118,932	50,659	261,558	21.952	45.8
SAN ANTONIO (Bexar) . . . **Over 50%:** Bexar; **20 - 49%:** Atascosa, Bandera, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, Kinney, La Salle, McMullen, Medina, Uvalde, Wilson.	1,467.2	497.7	15,182,002	8,138,818	1,901,073	929,056	423,280	1,667,337	145,680	58.4

Largest Circulation Daily and Sunday in San Antonio and South Texas!

#1

DAILY
178,812
36,405 lead over Light

SUNDAY
249,397
32,391 lead over Light

Growing South Texas demands a quality and aggressive newspaper whose circulation is outpacing the area's growth. The Express-News meets that challenge, and more ... We also lead the competition in number of pages printed, volume of news presented, and in all categories of advertising. Definitely the dominant paper of choice for the state's third largest market.

SOURCE:
ABC FAS-FAX 3-31-87
Calculations by Express-News

Express-News
San Antonio's Quality Newspaper

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San Antonio Light

REACHES OVER HALF THE
SAN ANTONIO NEWSPAPER MARKET
AVERAGE ISSUE ADULT READERSHIP

DAILY
370,000
adult readers
53.3%

SUNDAY
533,300
adult readers
59.2%

Represented Nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: 1987 Scarborough

S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986									% Hslds. Cov. Total Area
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	
TEXAS (cont.)										
TEXARKANA (Bowie; ARK.: Miller) . . . **Over 50%:** ARK.: Miller; TEX.: Bowie; **20 - 49%:** ARK.: Little River.	136.4	49.7	1,318,646	811,552	178,215	114,585	34,898	156,958	25,905	53.5
TYLER (Smith) . . . **Over 50%:** Smith; **20 - 49%:** Van Zandt, Wood.	226.4	83.5	2,604,742	1,204,584	242,174	167,194	48,935	287,429	42,323	44.7
VICTORIA (Victoria) . . . **Over 50%:** Goliad, Victoria; **20 - 49%:** Calhoun, De Witt, Jackson, Lavaca, Refugio.	167.0	58.5	1,750,460	1,038,686	257,120	104,287	38,998	227,865	26,203	55.8
WACO (McLennan) . . . **Over 50%:** McLennan; **20 - 49%:** Bosque.	205.6	75.7	2,147,262	1,175,493	260,139	163,282	49,933	247,964	24,944	56.6
WICHITA FALLS (Wichita) . . . **Over 50%:** Wichita; **20 - 49%:** Archer, Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Young.	213.1	79.5	2,281,637	1,343,490	263,321	192,017	65,937	312,275	36,199	57.6
UTAH										
PROVO-OREM (Utah) . . . **20 - 49%:** Juab, Utah.	260.1	70.4	1 810,132	894,785	210,913	119,075	48,542	175,436	29,064	43.2
SALT LAKE CITY-OGDEN (Salt Lake, Weber) . . . **Over 50%:** Box Elder, Davis, Morgan, Salt Lake, Weber; **20 - 49%:** Beaver, Carbon, Juab, Sevier, Summit, Tooele, Wasatch.	1,201.6	386.3	11,847,543	6,066,499	1,394,570	773,366	380,672	1,227,105	148,068	53.7
VERMONT										
BURLINGTON (Chittenden) . . . **Over 50%:** Chittenden; **20 - 49%:** Addison, Franklin, Grand Isle, Lamoille.	216.4	77.3	2,439,685	1,636,348	359,170	132,157	63,627	404,174	40,629	53.8
VIRGINIA										
CHARLOTTESVILLE (Albemarle) . . . **Over 50%:** Albemarle; **20 - 49%:** Fluvanna, Greene, Madison, Orange.	154.5	57.2	1,860,564	1,013,717	213,509	128,040	58,356	192,732	34,674	50.8
DANVILLE (Pittsylvania) . . . **Over 50%:** Pittsylvania; **20 - 49%:** N.C.: Caswell.	135.0	47.7	1,311,112	519,003	122,566	43,638	21,187	134,836	26,470	52.1
FREDERICKSBURG (Spotsylvania) . . . **Over 50%:** King George, Spotsylvania, Stafford; **20 - 49%:** Caroline.	143.4	46.1	1,616,787	829,150	171,973	111,343	34,662	183,559	25,427	68.4
HARRISONBURG (Rockingham) . . . **Over 50%:** Rockingham; **20 - 49%:** Page; W.VA.: Pendleton.	110.7	38.0	1,030,159	605,546	132,816	93,438	34,871	116,167	23,271	67.4
JOHNSON CITY-KINGSPORT-BRISTOL (TENN.: Washington, Sullivan; VA.: Washington) . . . **Over 50%:** TENN.: Sullivan, Washington; VA.: Scott, Washington; **20 - 49%:** TENN.: Carter, Hawkins, Johnson, Unicoi; VA.: Lee, Russell, Smyth, Wise.	612.0	223.0	5,885,417	3,070,444	695,863	402,747	129,766	822,377	120,150	50.2
LYNCHBURG (Campbell) . . . **Over 50%:** Amherst, Campbell; **20 - 49%:** Appomattox, Bedford, Nelson.	220.4	74.7	2,369,388	1,096,133	238,115	163,342	47,435	238,403	41,519	52.7
NORFOLK-VIRGINIA BEACH-NEWPORT NEWS (Norfolk, Newport News) . . . **Over 50%:** Gloucester, Isle of Wight, James City, Newport News, Norfolk, Suffolk, Surry, Virginia Beach, York; **20 - 49%:** N.C.: Currituck, Dare, Gates; VA.: Mathews, Middlesex, Northampton, Southampton.	1,437.0	490.8	16,571,357	8,178,337	1,506,234	911,662	529,786	1,978,586	236,139	64.9

GLOUCESTER
JAMES
WILLIAMSBURG
CITY
YORK
YORK RIVER
POQUOSON
HAMPTON
JAMES RIVER
NEWPORT NEWS
NORFOLK
PORTSMOUTH
SUFFOLK
VIRGINIA BEACH

NORFOLK/VIRGINIA BEACH/NEWPORT NEWS MSA
(WE CALL IT HAMPTON ROADS)
...where No. 2 becomes No. 1!

A glance at the market shows the Daily Press/The Times-Herald with about 23% coverage of the MSA ... but that's woefully misleading. The very waterways that contribute to our desirable lifestyle also divide us into two distinct geographic areas: Upper & Lower Hampton Roads. We're the Upper half, with 75.1% net unduplicated coverage of all adults daily and 78.4% Sunday. Norfolk newspapers reach less than 1% in "our half" of the MSA. That's why it takes both sets of newspapers to reach all of the nation's 30th largest market: Norfolk/Virginia Beach/Newport News!

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S&MM's SURVEY OF NEWSPAPER MARKETS

STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	S&MM ESTIMATES 1986 POPULATION 12/31/86 Total Pop. (Thous.)	Total Households (Thous.)	EFFECTIVE BUYING INCOME Total EBI ($000)	RETAIL SALES BY STORE GROUP Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./Furnish./Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
VIRGINIA (cont.)										
RICHMOND-PETERSBURG (Henrico) . . . **Over 50%:** Chesterfield, Hanover, Henrico; **20 - 49%:** Amelia, Brunswick, Charles City, Charlotte, Cumberland, Dinwiddie, Essex, Goochland, Greensville, King and Queen, King William, Lancaster, Louisa, Lunenburg, Mecklenburg, Middlesex, New Kent, Northumberland, Nottoway, Powhatan, Prince Edward, Prince George, Richmond, Sussex.	1,044.9	371.9	12,372,658	6,202,299	1,317,404	744,925	290,225	1,459,856	260,276	62.2
ROANOKE (Roanoke) . . . **Over 50%:** Botetourt, Montgomery, Roanoke; **20 - 49%:** Alleghany, Bedford, Craig, Floyd, Franklin, Giles, Pulaski, Rockbridge, Wythe.	548.8	194.0	5,850,486	2,797,505	627,144	328,491	140,219	607,900	114,740	57.1

THE SMART MONEY IS IN SEATTLE.

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The Seattle Times and Seattle Post-Intelligencer

The Seattle Times: Publisher of The Seattle Times and representing the Seattle Post-Intelligencer.

S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchan-dise ($000)	Furnit./ Furnish./ Appl. ($000)	Auto-motive ($000)	Drug ($000)	% Hslds. Cov. Total Area
VIRGINIA (cont.)										
WASHINGTON (D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Fairfax) . . . **Over 50%:** D.C.: District of Columbia; MD.: Frederick, Montgomery, Prince George's; VA.: Arlington, Fairfax; **20 - 49%:** MD.: Calvert, Charles, Howard, St. Mary's, Worcester; VA.: Fauquier, Loudoun, Prince William.	3,789.7	1,406.4	65,043,822	28,075,724	5,100,160	3,242,953	1,864,935	6,961,477	1,005,283	68.8
WASHINGTON										
BREMERTON (Kitsap) . . . **Over 50%:** Kitsap.	170.9	63.5	2,017,441	736,829	169,409	66,877	37,606	161,528	40,678	56.7
OLYMPIA (Thurston) . . . **20 - 49%:** Thurston.	146.7	57.3	1,791,196	822,898	203,116	119,452	40,772	157,475	26,695	42.1
RICHLAND-KENNEWICK-PASCO (Benton, Franklin) . . . **Over 50%:** Benton; **20 - 49%:** Franklin.	142.5	51.2	1,927,891	814,894	193,450	109,021	30,802	165,378	38,627	58.4
SEATTLE (King, Snohomish) . . . **Over 50%:** King, Snohomish; **20 - 49%:** Island, Jefferson.	1,827.5	732.1	27,561,175	12,487,034	2,578,307	1,270,099	637,343	2,701,374	404,317	65.5
SPOKANE (Spokane) . . . **Over 50%:** Spokane; **20 - 49%:** IDA.: Benewah, Bonner, Boundary, Kootenai, Shoshone; WASH.: Adams, Ferry, Lincoln, Pend Oreille, Stevens, Whitman.	606.8	228.8	6,212,202	3,070,533	764,314	287,328	131,976	730,353	104,576	47.4
TACOMA (Pierce) . . . **Over 50%:** Pierce.	537.3	203.6	5,641,616	2,918,980	595,250	328,076	125,394	718,466	84,546	50.5
VANCOUVER (Clark) . . . **Over 50%:** Clark.	212.1	79.4	2,439,016	856,247	212,099	155,703	32,602	163,796	31,080	57.4
WENATCHEE (Chelan) . . . **Over 50%:** Chelan, Douglas; **20 - 49%:** Okanogan.	106.3	42.7	1,084,046	579,627	151,105	59,764	22,635	111,054	24,190	51.5
YAKIMA (Yakima) . . . **Over 50%:** Yakima.	184.3	68.4	1,780,216	916,704	221,556	103,672	29,736	217,683	28,925	52.5
WEST VIRGINIA										
BECKLEY (Raleigh) . . . **Over 50%:** Raleigh; **20 - 49%:** Fayette, Summers, Wyoming.	196.3	71.0	1,704,396	914,014	196,819	143,202	43,696	244,537	36,652	39.0
BLUEFIELD (Mercer) . . . **Over 50%:** Mercer; **20 - 49%:** VA.: Bland, Tazewell.	130.5	47.2	1,096,999	826,945	174,856	138,905	39,027	231,081	31,853	47.0
CHARLESTON (Kanawha) . . . **Over 50%:** Kanawha; **20 - 49%:** Boone, Braxton, Clay, Fayette, Jackson, Nicholas, Pocahontas, Putnam, Roane.	466.5	176.9	4,643,609	2,534,923	562,987	269,455	90,917	708,528	99,214	53.8
HUNTINGTON-ASHLAND (Cabell) . . . **Over 50%:** Cabell; **20 - 49%:** OHIO: Lawrence; W.VA.: Wayne.	216.8	82.3	2,097,067	1,318,804	238,150	279,307	55,741	274,347	41,218	41.9
PARKERSBURG-MARIETTA (Wood) . . . **Over 50%:** Wirt, Wood; **20 - 49%:** OHIO: Washington; W.VA.: Pleasants, Ritchie.	183.9	68.8	1,816,648	1,007,012	193,947	147,077	41,540	255,866	45,733	48.1
WHEELING (Ohio) . . . **Over 50%:** Marshall, Ohio; **20 - 49%:** OHIO: Belmont; W.VA.: Brooke, Wetzel.	230.8	88.1	2,307,298	1,264,660	286,784	214,638	61,840	248,439	48,872	45.6

Reach 51% of Seattle/Tacoma CMSA with the Sound Solution.

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S&MM's SURVEY OF NEWSPAPER MARKETS

	S&MM ESTIMATES 1986									
	POPULATION 12/31/86		EFFECTIVE BUYING INCOME	RETAIL SALES BY STORE GROUP						
STATE S&MM NEWSPAPER MARKET (Home County) . . . Dominant Counties (50% or more penetration); Effective Counties (20%–49% penetration).	Total Pop. (Thous.)	Total House-holds (Thous.)	Total EBI ($000)	Total Retail Sales ($000)	Food ($000)	General Merchandise ($000)	Furnit./ Furnish./ Appl. ($000)	Automotive ($000)	Drug ($000)	% Hslds. Cov. Total Area
WISCONSIN										
APPLETON-OSHKOSH-NEENAH (Outagamie, Winnebago) . . . **Over 50%:** Outagamie, Winnebago; **20 - 49%:** Calumet, Green Lake, Waupaca.	370.7	135.8	4,330,233	1,920,869	352,473	287,972	96,885	424,286	40,583	54.5
EAU CLAIRE (Eau Claire) . . . **Over 50%:** Eau Claire; **20 - 49%:** Chippewa, Dunn, Pepin.	181.9	64.8	1,846,669	1,011,800	164,406	122,811	43,056	274,647	22,653	42.6
GREEN BAY (Brown) . . . **Over 50%:** Brown; **20 - 49%:** Kewaunee, Oconto.	236.9	87.0	2,688,873	1,258,692	188,215	237,318	70,984	281,142	20,531	57.2
JANESVILLE-BELOIT (Rock) . . . **20 - 49%:** Rock, Walworth.	212.6	78.7	2,369,294	1,200,237	249,898	155,299	38,160	239,186	36,032	36.3
KENOSHA (Kenosha) . . . **Over 50%:** Kenosha.	121.5	43.9	1,643,832	612,056	155,474	78,391	24,000	95,336	20,713	66.5
LA CROSSE (La Crosse) . . . **Over 50%:** La Crosse; **20 - 49%:** MINN.: Houston; WIS.: Monroe, Vernon.	177.5	64.7	1,915,346	914,456	190,326	117,435	49,383	185,757	26,536	46.9
MADISON (Dane) . . . **Over 50%:** Dane; **20 - 49%:** Columbia, Grant, Green, Iowa, Lafayette, Richland, Sauk.	575.0	221.0	6,903,967	3,769,566	640,527	329,707	308,830	836,652	92,269	42.4
MILWAUKEE (Milwaukee) . . . **Over 50%:** Milwaukee, Ozaukee, Washington, Waukesha.	1,395.1	527.8	18,292,998	8,056,639	1,599,407	1,038,892	397,927	1,796,637	264,103	73.1
RACINE (Racine) . . . **Over 50%:** Racine.	174.4	63.2	2,196,152	854,340	190,658	116,099	39,915	179,018	29,300	56.0
SHEBOYGAN (Sheboygan) . . . **Over 50%:** Sheboygan.	102.9	37.8	1,254,299	464,184	99,387	74,542	17,286	104,426	15,451	66.4
WYOMING										
CASPER (Natrona) . . . **Over 50%:** Natrona; **20 - 49%:** Carbon, Converse, Fremont, Hot Springs, Johnson, Niobrara, Sublette.	166.6	60.1	1,943,766	1,200,015	287,214	92,748	48,561	265,034	47,857	42.3

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

SALES & MARKETING
MANAGEMENT

SECTION E:

25th Annual Survey of TV Markets

GUIDE TO TELEVISION MARKET DATA

S&MM'S SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1986												
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
1	2				3						4	5	6

1. TV Markets are based on Arbitron's system of ADIs, or Areas of Dominant Influence. Arbitron, which generates ratings for television programs, studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totaled, then each station's percentage share of total viewing hours is calculated. The market of origin of the station(s) with the largest share of viewing hours becomes the ADI name in that market area, and all counties whose largest viewing share is given to stations in that same market of origin are grouped within the ADI.

It should be noted that Arbitron splits certain counties, treating each portion as if it were a separate county. Each county, or portion thereof, is allocated exclusively to a single ADI, thus eliminating any overlap geographically. TV market data cover all U.S. states, with the exception of Alaska and Hawaii.

2. Total Population is the number of persons living in the ADI as of 12/31/86. It includes those living in college dormitories and hospitals, as well as armed forces personnel (and their dependents) permanently assigned to the area. It excludes tourists, transients, and seasonal residents. **Total Households** are units made up of people occupying a single housing unit as defined under the rules of the 1980 Census of Population and Housing. A housing unit can be a house, an apartment, a group of rooms, or a single room, and the members of a household need not be related. In addition, a single person living alone in a designated housing unit is also considered a household.

Two further refinements of total population are the **Black Population** and the **Spanish-Origin** (or Hispanic) **Population**, showing the total number of each group living in the ADI as of 12/31/86.

Caution: Although a county's population total will include all the people in the designated area, the household total will not, since it excludes those living in group quarters. Thus, if you calculate average Effective Buying Income Per Household, it should be noted that this indicator will include the incomes of people not living in households.

3. Population by Age Group data were added to the *Survey* in recognition of the fact that advertisers evaluate TV markets primarily on the basis of audience demographics. The age groups shown are those popularly associated with certain "lifestyle" phases. For example, the 2-to-11-year-old group is commonly identified as the children's market, the 12-to-17-year-old group as the teenage market, the 18-to-24-year-old group as the young adult market, and so on. The group totals represent the number of people living in each ADI as of 12/31/86.

4. Effective Buying Income, or **EBI**, is a classification developed exclusively by Sales & Marketing Management showing personal income less personal tax and non-tax payments. Personal income is the aggregate of wages and salaries, other labor income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occu-pants of non-farm dwellings), dividends paid by corporations, personal interest income from all sources, and transfer payments (such as pensions and welfare assistance). Deducted from this total are personal taxes (federal, state, and local), non-tax payments (such as fines, fees, and penalties), and personal contributions for social insurance. The resulting figure is also commonly known as "disposable personal income." Compensation paid to military, diplomatic, and business personnel living overseas is then deducted from this total to arrive at the Effective Buying Income.

Note: EBI is a bulk measurement of market potential. It indicates the general ability to buy and is essential in comparing, selecting, and grouping markets on that basis. However, for products that appeal to specific income classes, the Percentage of Households by EBI Group reported in the July *Survey of Buying Power* should be used instead.

5. Total Retail Sales are net sales (minus refunds, allowances for returns, and taxes) of establishments primarily engaged in retail trade. Retail sales by such non-retailers as wholesalers and service establishments are not counted. In line with Census Bureau policy, Total Retail Sales no longer includes: (1) sales taxes and other taxes collected from customers, and (2) carrying charges or other charges related to credit.

Note: Although retail sales are often used to gauge the purchasing power of the residents in a market, they are only an approximation, since the market's volume may be affected by the movement of shoppers to and from adjacent areas, by purchases of non-household units such as businesses, and by inhabitants of group quarters. These figures more correctly indicate the drawing power of local retail establishments.

6. The **Buying Power Index (BPI)** is a weighted index that converts three basic elements—population, income, and retail sales—into a measurement of a market's ability to buy, expressing it as a percentage of the U.S. potential (U.S. = 100.0000). It is calculated by assigning a weight of 5 to the market's share of total U.S. EBI, 3 to its share of total U.S. retail sales, and 2 to its share of total U.S. population. The total of those weighted percentages is then divided by 10 to arrive at the market's BPI. However, depending upon what your research has revealed about buyers of your products or services, you can construct your own customized BPI by using a demographic, economic, and distribution-related characteristic and assigning relevant weights to each, using this same formula.

S&MM/ARBITRON TV MARKET (ADI) RANKING

POPULATION

ADI	(Thous.)	Rank
New York, N.Y.	18,483.8	1
Los Angeles, Calif.	13,023.9	2
Chicago, Ill.	8,644.0	3
Philadelphia, Pa.	7,193.7	4
San Francisco, Calif.	5,639.3	5
Boston, Mass.	5,521.6	6
Detroit, Mich.	4,670.2	7
Dallas - Ft. Worth, Tex.	4,332.8	8
Washington, D.C.	4,277.6	9
Houston, Tex.	3,999.3	10
Cleveland, Ohio	3,818.0	11
Atlanta, Ga.	3,434.6	12
Minneapolis - St. Paul, Minn.	3,342.1	13
Seattle - Tacoma, Wash.	3,160.8	14
Pittsburgh, Pa.	3,153.1	15
Miami, Fla.	3,024.5	16
St. Louis, Mo.	3,004.0	17
Tampa - St. Petersburg, Fla.	2,908.4	18
Denver, Colo.	2,581.6	19
Sacramento - Stockton, Calif.	2,490.3	20
Baltimore, Md.	2,472.9	21
Phoenix, Ariz.	2,384.2	22
Hartford - New Haven, Conn.	2,383.4	23
Indianapolis, Ind.	2,244.7	24
San Diego, Calif.	2,217.7	25
Portland, Ore.	2,126.1	26
Cincinnati, Ohio	1,959.4	27
Orlando - Daytona Beach - Melbourne, Fla.	1,938.1	28
Kansas City, Mo.	1,936.3	29
Milwaukee, Wisc.	1,889.7	30
Salt Lake City, Utah	1,878.8	31
Nashville, Tenn.	1,854.7	32
Charlotte, N.C.	1,854.6	33
New Orleans, La.	1,798.4	34
Columbus, Ohio	1,756.6	35
Raleigh - Durham, N.C.	1,713.3	36
Buffalo, N.Y.	1,691.1	37
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,667.4	38
Memphis, Tenn.	1,654.8	39
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,639.5	40
San Antonio, Tex.	1,624.3	41
Oklahoma City, Okla.	1,600.0	42
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,576.2	43
Providence - New Bedford, R.I.-Mass.	1,484.7	44
Charleston - Huntington, W.Va.	1,439.6	45
Louisville, Ky.	1,437.4	46
Harrisburg - York - Lancaster - Lebanon, Pa.	1,435.5	47
Dayton, Ohio	1,370.5	48
Birmingham, Ala.	1,346.0	49
Greensboro - Winston Salem - High Point, N.C.	1,324.6	50
Albany - Schenectady - Troy, N.Y.	1,303.6	51
Wilkes-Barre - Scranton, Pa.	1,294.7	52
Albuquerque, N.M.	1,280.8	53
Little Rock, Ark.	1,255.8	54
Flint - Saginaw - Bay City, Mich.	1,222.6	55
Fresno - Visalia, Calif.	1,222.4	56
Mobile - Pensacola, Ala.-Fla.	1,215.3	57
Tulsa, Okla.	1,204.2	58
Richmond, Va.	1,185.7	59
Jacksonville, Fla.	1,183.1	60
Knoxville, Tenn.	1,135.5	61
Shreveport - Texarkana, La.-Tex.-Ark.	1,124.4	62
Wichita - Hutchinson, Kans.	1,114.7	63
Toledo, Ohio	1,101.6	64
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	1,075.7	65
Syracuse, N.Y.	1,039.9	66
Green Bay, Wisc.	1,010.2	67
Roanoke - Lynchburg, Va.	997.9	68
Des Moines, Iowa	968.8	69
Portland - Poland Spring, Maine	962.9	70
Rochester, N.Y.	952.5	71
Omaha, Neb.	935.4	72
Lexington, Ky.	921.1	73
Austin, Tex.	898.4	74
Springfield - Decatur - Champaign, Ill.	891.5	75
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	887.9	76
Cedar Rapids - Waterloo - Dubuque, Iowa	879.1	77
Davenport - Rock Island - Moline, Iowa-Ill.	868.8	78
Spokane, Wash.	868.8	78
Chattanooga, Tenn.	836.5	80
Jackson, Miss.	832.2	81
South Bend - Elkhart, Ind.	795.0	82
Springfield, Mo.	795.0	82
Columbia, S.C.	792.3	84
Johnstown - Altoona, Pa.	785.8	85
Bristol - Kingsport - Johnson City, Tenn.	782.5	86
Baton Rouge, La.	771.4	87
Youngstown, Ohio	755.3	88
Tucson, Ariz.	745.8	89
Huntsville - Decatur - Florence, Ala.	728.7	90
Evansville, Ind.	710.4	91
El Paso, Tex.	699.8	92
Waco - Temple, Tex.	696.0	93
Lincoln - Hastings - Kearney, Neb.	674.4	94
Greenville - New Bern - Washington, N.C.	669.2	95
McAllen - Brownsville, Tex.	666.9	96
Burlington - Plattsburgh, Vt.-N.Y.	636.8	97
Ft. Wayne, Ind.	626.2	98
Savannah, Ga.	624.1	99
Augusta, Ga.	623.2	100
Lansing, Mich.	619.9	101
Charleston, S.C.	617.0	102
Montgomery - Selma, Ala.	616.0	103
Fargo, N.D.	599.5	104
Salinas - Monterey, Calif.	593.0	105
Colorado Springs - Pueblo, Colo.	592.3	106
Springfield, Mass.	589.8	107
Sioux Falls - Mitchell, S.D.	585.6	108
Lafayette, La.	578.4	109
Las Vegas, Nev.	577.2	110
Peoria, Ill.	575.9	111
Madison, Wisc.	557.9	112
Corpus Christi, Tex.	532.8	113
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	532.0	114
Monroe - El Dorado, La.-Ark.	523.1	115
Rockford, Ill.	520.3	116
Ft. Myers - Naples, Fla.	517.4	117
Columbus, Ga.	505.7	118
Amarillo, Tex.	491.6	119
Beaumont - Port Arthur, Tex.	473.7	120
Tyler - Longview, Tex.	471.1	121
Tallahassee - Thomasville, Fla.-Ga.	466.0	122
Joplin - Pittsburg, Mo.-Kans.	464.3	123
Yakima, Wash.	463.3	124
Duluth - Superior, Minn.-Wisc.	461.1	125
Florence, S.C.	453.2	126
Sioux City, Iowa	452.6	127
Macon, Ga.	450.7	128
Wausau - Rhinelander, Wisc.	449.1	129
Columbus - Tupelo, Miss.	446.9	130
Wichita Falls - Lawton, Tex.-Okla.	444.3	131
Boise, Ida.	441.4	132
La Crosse - Eau Claire, Wisc.	436.0	133
Binghamton, N.Y.	434.7	134
Terre Haute, Ind.	433.2	135
Reno, Nev.	428.3	136
Bluefield - Beckley - Oak Hill, W.Va.	424.3	137
Traverse City - Cadillac, Mich.	424.3	137
Eugene, Ore.	424.1	139
Odessa - Midland, Tex.	421.2	140
Bakersfield, Calif.	419.7	141
Erie, Pa.	418.0	142
Wheeling - Steubenville, W.Va.-Ohio	415.6	143
Minot - Bismarck - Dickinson, N.D.	414.3	144
Topeka, Kans.	411.2	145
Chico - Redding, Calif.	398.5	146
Lubbock, Tex.	394.7	147
Albany, Ga.	391.6	148
Wilmington, N.C.	382.7	149
Ft. Smith, Ark.	381.2	150
Rochester - Mason City - Austin, Minn.-Iowa	375.3	151
Columbia - Jefferson City, Mo.	366.2	152
Medford, Ore.	340.6	153
Quincy - Hannibal, Ill.-Mo.	328.2	154
Idaho Falls - Pocatello, Ida.	318.5	155
Bangor, Maine	314.5	156
Abilene - Sweetwater, Tex.	313.6	157
Utica, N.Y.	296.2	158
Dothan, Ala.	289.6	159
Alexandria, La.	267.2	160
Greenwood - Greenville, Miss.	256.2	161
Laurel - Hattiesburg, Miss.	252.4	162
Clarksburg - Weston, W.Va.	239.3	163
Elmira, N.Y.	237.9	164
Salisbury, Md.	236.6	165
Watertown - Carthage, N.Y.	236.6	165
Rapid City, S.D.	231.7	167
Billings - Hardin, Mont.	230.9	168
Lake Charles, La.	220.1	169
Gainesville, Fla.	217.2	170
Ardmore - Ada, Okla.	197.7	171
Panama City, Fla.	196.8	172
El Centro - Yuma, Calif.-Ariz.	194.6	173
Missoula, Mont.	193.5	174
Meridian, Miss.	187.4	175
Jonesboro, Ark.	184.6	176
Biloxi - Gulfport - Pascagoula, Miss.	181.4	177
Grand Junction, Colo.	179.4	178
Great Falls, Mont.	178.0	179
Alexandria, Minn.	167.4	180
Jackson, Tenn.	167.1	181
Palm Springs, Calif.	164.8	182
Marquette, Mich.	157.1	183
Cheyenne - Scottsbluff - Sterling, Wyo.	151.0	184
Tuscaloosa, Ala.	144.2	185
Casper - Riverton, Wyo.	139.7	186
Eureka, Calif.	134.2	187
San Angelo, Tex.	134.1	188
Butte, Mont.	130.6	189
Laredo, Tex.	128.2	190
St. Joseph, Mo.	127.1	191
Bowling Green, Ky.	124.8	192
Anniston, Ala.	124.6	193
Lafayette, Ind.	123.0	194
Hagerstown, Md.	114.6	195
Roswell, N.M.	113.7	196
Lima, Ohio	112.8	197
Charlottesville, Va.	102.3	198
Harrisonburg, Va.	100.3	199
Parkersburg, W.Va.	92.9	200
Flagstaff, Ariz.	90.7	201
Twin Falls, Ida.	88.5	202
Presque Isle, Maine	87.5	203
Zanesville, Ohio	84.7	204
Victoria, Tex.	78.2	205
Ottumwa - Kirksville, Iowa-Mo.	77.0	206
Bend, Ore.	69.9	207
Mankato, Minn.	64.7	208
North Platte, Neb.	49.1	209
Helena, Mont.	48.1	210
Alpena, Mich.	41.8	211
Glendive, Mont.	13.9	212

S&MM/ARBITRON TV MARKET (ADI) RANKING

HOUSEHOLDS

ADI	(Thous.)	Rank
New York, N.Y.	6,923.9	1
Los Angeles, Calif.	4,714.0	2
Chicago, Ill.	3,109.9	3
Philadelphia, Pa.	2,655.4	4
San Francisco, Calif.	2,183.8	5
Boston, Mass.	2,060.1	6
Detroit, Mich.	1,704.3	7
Dallas - Ft. Worth, Tex.	1,617.6	8
Washington, D.C.	1,581.2	9
Houston, Tex.	1,445.4	10
Cleveland, Ohio	1,427.9	11
Atlanta, Ga.	1,255.9	12
Seattle - Tacoma, Wash.	1,246.1	13
Minneapolis - St. Paul, Minn.	1,236.0	14
Tampa - St. Petersburg, Fla.	1,214.5	15
Pittsburgh, Pa.	1,206.8	16
Miami, Fla.	1,200.2	17
St. Louis, Mo.	1,091.7	18
Denver, Colo.	1,019.6	19
Sacramento - Stockton, Calif.	940.5	20
Phoenix, Ariz.	918.6	21
Baltimore, Md.	897.4	22
Hartford - New Haven, Conn.	874.2	23
Indianapolis, Ind.	821.1	24
Portland, Ore.	820.3	25
San Diego, Calif.	808.8	26
Orlando - Daytona Beach - Melbourne, Fla.	763.5	27
Kansas City, Mo.	725.6	28
Cincinnati, Ohio	721.3	29
Milwaukee, Wisc.	706.7	30
Charlotte, N.C.	683.5	31
Nashville, Tenn.	681.9	32
Columbus, Ohio	661.0	33
New Orleans, La.	643.6	34
Raleigh - Durham, N.C.	617.8	35
Buffalo, N.Y.	616.9	36
Greenville - Spartanburg - Asheville, S.C.-N.C.	615.2	37
Oklahoma City, Okla.	611.8	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	599.2	39
Salt Lake City, Utah	591.7	40
Memphis, Tenn.	586.2	41
San Antonio, Tex.	544.8	42
Providence - New Bedford, R.I.-Mass.	544.2	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	540.6	44
Harrisburg - York - Lancaster - Lebanon, Pa.	538.0	45
Charleston - Huntington, W.Va.	522.4	46
Louisville, Ky.	517.0	47
Dayton, Ohio	515.2	48
Birmingham, Ala.	502.8	49
Greensboro - Winston-Salem - High Point, N.C.	500.7	50
Wilkes-Barre - Scranton, Pa.	490.5	51
Albany - Schenectady - Troy, N.Y.	485.7	52
Little Rock, Ark.	459.4	53
Tulsa, Okla.	459.4	53
Albuquerque, N.M.	452.8	55
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	451.4	56
Jacksonville, Fla.	437.1	57
Mobile - Pensacola, Ala.-Fla.	435.8	58
Flint - Saginaw - Bay City, Mich.	434.0	59
Wichita - Hutchinson, Kans.	428.4	60
Knoxville, Tenn.	422.4	61
Fresno - Visalia, Calif.	420.3	62
Richmond, Va.	419.7	63
Shreveport - Texarkana, La.-Tex.-Ark.	408.9	64
Toledo, Ohio	404.2	65
Des Moines, Iowa	377.9	66
Syracuse, N.Y.	371.2	67
Green Bay, Wisc.	370.4	68
Portland - Poland Spring, Maine	363.6	69
Omaha, Neb.	352.0	70
Rochester, N.Y.	351.1	71
Roanoke - Lynchburg, Va.	350.1	72
Austin, Tex.	342.5	73
Springfield - Decatur - Champaign, Ill.	338.6	74
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	337.2	75
Lexington, Ky.	331.1	76
Davenport - Rock Island - Moline, Iowa-Ill.	328.1	77
Spokane, Wash.	327.6	78
Cedar Rapids - Waterloo - Dubuque, Iowa	325.6	79
Chattanooga, Tenn	306.6	80
Springfield, Mo.	296.5	81
Jackson, Miss.	290.7	82
Tucson, Ariz.	290.1	83
South Bend - Elkhart, Ind.	289.5	84
Johnstown - Altoona, Pa.	285.8	85
Bristol - Kingsport - Johnson City, Tenn.	281.5	86
Youngstown, Ohio	279.8	87
Columbia, S.C.	278.7	88
Huntsville - Decatur - Florence, Ala.	271.9	89
Evansville, Ind.	264.3	90
Baton Rouge, La.	258.5	91
Lincoln - Hastings - Kearney, Neb.	258.5	91
Waco - Temple, Tex.	244.0	93
Las Vegas, Nev.	233.4	94
Greenville - New Bern - Washington, N.C.	232.8	95
Burlington - Plattsburgh, Vt.-N.Y.	229.2	96
Ft. Wayne, Ind.	224.5	97
Colorado Springs - Pueblo, Colo.	222.9	98
Sioux Falls - Mitchell, S.D.	218.9	99
Montgomery - Selma, Ala.	218.7	100
Lansing, Mich.	218.2	101
Ft. Myers - Naples, Fla.	218.1	102
Madison, Wisc.	217.2	103
Augusta, Ga.	216.5	104
Savannah, Ga.	216.1	105
Fargo, N.D.	216.0	106
Springfield, Mass.	216.0	106
El Paso, Tex.	214.8	108
Peoria, Ill.	214.0	109
Charleston, S.C.	211.2	110
Salinas - Monterey, Calif.	206.7	111
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	200.1	112
Lafayette, La.	198.0	113
Rockford, Ill.	194.2	114
McAllen - Brownsville, Tex.	184.4	115
Monroe - El Dorado, La.-Ark.	184.3	116
Amarillo, Tex.	181.5	117
Joplin - Pittsburg, Mo.-Kans.	177.6	118
Columbus, Ga.	177.5	119
Corpus Christi, Tex.	174.6	120
Reno, Nev.	173.9	121
Duluth - Superior, Minn.-Wisc.	173.6	122
Sioux City, Iowa	171.1	123
Beaumont - Port Arthur, Tex.	170.0	124
Tyler - Longview, Tex.	169.8	125
Yakima, Wash.	169.7	126
Tallahassee - Thomasville, Fla.-Ga.	166.4	127
Terre Haute, Ind.	164.6	128
Wausau - Rhinelander, Wisc.	163.4	129
Eugene, Ore.	162.9	130
Wichita Falls - Lawton, Tex.-Okla	159.9	131
Florence, S.C.	159.2	132
Binghamton, N.Y.	158.5	133
Traverse City - Cadillac, Mich.	158.2	134
La Crosse - Eau Claire, Wisc.	157.9	135
Boise, Ida.	157.8	136
Columbus - Tupelo, Miss.	157.3	137
Macon, Ga.	156.5	138
Wheeling - Steubenville, W.Va.-Ohio	156.2	139
Chico - Redding, Calif.	155.1	140
Bluefield - Beckley - Oak Hill, W.Va.	153.2	141
Erie, Pa.	152.7	142
Topeka, Kans.	152.2	143
Bakersfield, Calif.	149.6	144
Odessa - Midland, Tex.	148.7	145
Minot - Bismarck - Dickinson, N.D.	145.0	146
Rochester - Mason City - Austin, Minn.-Iowa	143.9	147
Ft. Smith, Ark.	140.8	148
Lubbock, Tex.	136.9	149
Wilmington, N.C.	135.8	150
Albany, Ga.	133.0	151
Columbia - Jefferson City, Mo.	129.9	152
Medford, Ore.	129.9	152
Quincy - Hannibal, Ill.-Mo.	124.1	154
Abilene - Sweetwater, Tex.	116.5	155
Bangor, Maine	113.6	156
Utica, N.Y.	106.3	157
Dothan, Ala.	104.4	158
Idaho Falls - Pocatello, Ida.	101.2	159
Alexandria, La.	89.7	160
Laurel - Hattiesburg, Miss.	89.4	161
Clarksburg - Weston, W.Va.	89.3	162
Billings - Hardin, Mont.	88.7	163
Salisbury, Md.	87.7	164
Elmira, N.Y.	86.0	165
Rapid City, S.D.	83.8	166
Greenwood - Greenville, Miss.	82.8	167
Gainesville, Fla.	82.6	168
Watertown - Carthage, N.Y.	80.3	169
Lake Charles, La.	76.6	170
Missoula, Mont.	75.5	171
Ardmore - Ada, Okla.	74.7	172
Panama City, Fla.	74.3	173
Jonesboro, Ark.	69.0	174
Great Falls, Mont.	67.6	175
Meridian, Miss.	67.3	176
Grand Junction, Colo.	67.1	177
Biloxi - Gulfport - Pascagoula, Miss.	64.7	178
El Centro - Yuma, Calif.-Ariz.	63.2	179
Jackson, Tenn	62.6	180
Palm Springs, Calif.	61.3	181
Alexandria, Minn.	60.4	182
Cheyenne - Scottsbluff - Sterling, Wyo.	58.1	183
Marquette, Mich.	55.6	184
Eureka, Calif.	53.1	185
Tuscaloosa, Ala.	52.4	186
Casper - Riverton, Wyo.	51.0	187
Butte, Mont.	49.6	188
San Angelo, Tex.	48.5	189
St. Joseph, Mo.	47.8	190
Bowling Green, Ky.	45.1	191
Anniston, Ala.	44.2	192
Lafayette, Ind.	42.9	193
Roswell, N.M.	41.3	194
Hagerstown, Md.	41.1	195
Lima, Ohio	40.8	196
Charlottesville, Va.	39.2	197
Parkersburg, W.Va.	35.8	198
Laredo, Tex.	34.4	199
Harrisonburg, Va.	34.1	200
Zanesville, Ohio	31.6	201
Twin Falls, Ida.	30.7	202
Presque Isle, Maine	29.8	203
Ottumwa - Kirksville, Iowa-Mo.	29.1	204
Flagstaff, Ariz.	29.0	205
Victoria, Tex.	26.7	206
Bend, Ore.	26.2	207
Mankato, Minn.	23.6	208
Helena, Mont.	19.2	209
North Platte, Neb.	18.5	210
Alpena, Mich.	15.6	211
Glendive, Mont.	5.4	212

S&MM/ARBITRON TV MARKET (ADI) RANKING

EFFECTIVE BUYING INCOME (EBI)

ADI	($000)	Rank
New York, N.Y.	282,769,691	1
Los Angeles, Calif.	181,040,869	2
Chicago, Ill.	118,332,150	3
Philadelphia, Pa.	94,246,198	4
San Francisco, Calif.	92,901,404	5
Boston, Mass.	81,995,429	6
Washington, D.C.	69,234,951	7
Detroit, Mich.	60,752,185	8
Dallas - Ft. Worth, Tex.	57,291,881	9
Houston, Tex.	52,597,505	10
Cleveland, Ohio	46,203,384	11
Minneapolis - St. Paul, Minn.	43,759,337	12
Atlanta, Ga.	42,739,161	13
Seattle - Tacoma, Wash.	42,313,041	14
Miami, Fla.	39,454,589	15
St. Louis, Mo.	36,917,979	16
Pittsburgh, Pa.	36,844,946	17
Hartford - New Haven, Conn.	35,940,840	18
Denver, Colo.	35,306,716	19
Tampa - St. Petersburg, Fla.	34,538,999	20
San Diego, Calif.	31,678,473	21
Sacramento - Stockton, Calif.	31,368,392	22
Baltimore, Md.	30,740,363	23
Phoenix, Ariz.	28,537,171	24
Indianapolis, Ind.	26,592,738	25
Portland, Ore.	25,030,215	26
Kansas City, Mo.	24,916,043	27
Milwaukee, Wisc.	23,998,086	28
Cincinnati, Ohio	23,140,024	29
Orlando - Daytona Beach - Melbourne, Fla.	22,223,122	30
Charlotte, N.C.	20,304,187	31
Columbus, Ohio	20,283,753	32
Buffalo, N.Y.	19,863,102	33
Grand Rapids - Kalamazoo - Battle Creek, Mich.	19,845,640	34
Nashville, Tenn.	19,574,521	35
New Orleans, La.	18,647,705	36
Providence - New Bedford, R.I.-Mass.	18,325,269	37
Oklahoma City, Okla.	18,290,228	38
Raleigh - Durham, N.C.	18,210,922	39
Norfolk - Portsmouth - Newport News - Hampton, Va.	17,724,510	40
Salt Lake City, Utah	17,568,369	41
Harrisburg - York - Lancaster - Lebanon, Pa.	17,437,703	42
Albany - Schenectady - Troy, N.Y.	16,537,661	43
Dayton, Ohio	16,444,419	44
San Antonio, Tex.	16,266,802	45
Greenville - Spartanburg - Asheville, S.C.-N.C.	16,228,452	46
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	15,382,028	47
Memphis, Tenn.	15,331,770	48
Louisville, Ky.	15,291,783	49
Greensboro - Winston-Salem - High Point, N.C	14,937,479	50
Wichita - Hutchinson, Kans.	14,200,470	51
Richmond, Va.	13,898,869	52
Rochester, N.Y.	13,682,306	53
Flint - Saginaw - Bay City, Mich.	13,353,974	54
Birmingham, Ala.	13,282,008	55
Charleston - Huntington, W.Va.	13,161,752	56
Tulsa, Okla.	13,128,915	57
Syracuse, N.Y.	13,079,827	58
Wilkes-Barre - Scranton, Pa.	13,049,500	59
Toledo, Ohio	13,029,195	60
Fresno - Visalia, Calif.	13,001,328	61
Jacksonville, Fla.	12,907,660	62
Mobile - Pensacola, Ala.-Fla.	12,683,[illegible]91	63
Little Rock, Ark.	12,432,361	64
Albuquerque, N.M.	12,310,476	65
Omaha, Neb.	11,565,758	66
Des Moines, Iowa	11,324,991	67
Austin, Tex.	11,166,724	68
Green Bay, Wisc.	11,051,756	69
Shreveport - Texarkana, La.-Tex.-Ark.	10,955,278	70
Portland - Poland Spring, Maine	10,893,407	71
Knoxville, Tenn.	10,657,806	72
Springfield - Decatur - Champaign, Ill.	10,646,280	73
Davenport - Rock Island - Moline, Iowa-Ill.	10,493,861	74
Roanoke - Lynchburg, Va.	10,461,092	75
Cedar Rapids - Waterloo - Dubuque, Iowa	9,779,323	76
South Bend - Elkhart, Ind.	8,834,374	77
Lexington, Ky.	8,810,333	78
Spokane, Wash.	8,798,250	79
Youngstown, Ohio	8,489,581	80
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	8,276,235	81
Columbia, S.C.	8,095,188	82
Chattanooga, Tenn.	7,983,183	83
Salinas - Monterey, Calif.	7,894,748	84
Tucson, Ariz.	7,892,076	85
Baton Rouge, La.	7,842,052	86
Evansville, Ind.	7,730,413	87
Peoria, Ill.	7,587,051	88
Lansing, Mich.	7,492,297	89
Jackson, Miss.	7,490,821	90
Huntsville - Decu[illegible]rence, Ala.	7,468,669	91
Lincoln - Hastings - Kearney, Neb.	7,464,767	92
Johnstown - Altoona, Pa.	7,463,055	93
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	7,439,402	94
Bristol - Kingsport - Johnson City, Tenn.	7,386,816	95
Springfield, Mo.	7,315,611	96
Springfield, Mass.	7,172,438	97
Las Vegas, Nev.	7,140,438	98
Waco - Temple, Tex.	7,057,570	99
Ft. Wayne, Ind.	6,948,690	100
Madison, Wisc.	6,764,291	101
Burlington - Plattsburgh, Vt.-N.Y.	6,515,919	102
Rockford, Ill.	6,481,981	103
Colorado Springs - Pueblo, Colo.	6,450,627	104
Ft. Myers - Naples, Fla.	6,411,998	105
Fargo, N.D.	6,376,603	106
Savannah, Ga.	6,175,067	107
Sioux Falls - Mitchell, S.D.	5,956,615	108
Augusta, Ga.	5,941,197	109
Greenville - New Bern - Washington, N.C.	5,856,905	110
El Paso, Tex.	5,839,488	111
Charleston, S.C.	5,599,583	112
Reno, Nev.	5,514,265	113
Lafayette, La.	5,475,680	114
Beaumont - Port Arthur, Tex.	5,468,670	115
Montgomery - Selma, Ala.	5,377,632	116
Amarillo, Tex.	5,290,252	117
Bakersfield, Calif.	5,233,647	118
Odessa - Midland, Tex.	5,209,629	119
Binghamton, N.Y.	5,195,633	120
Corpus Christi, Tex.	5,166,705	121
Tyler - Longview, Tex.	5,119,541	122
Yakima, Wash.	5,062,893	123
Topeka, Kans.	4,995,188	124
Duluth - Superior, Minn.-Wisc.	4,747,765	125
Macon, Ga.	4,697,520	126
Columbus, Ga.	4,650,897	127
Wausau - Rhinelander, Wisc.	4,636,602	128
Joplin - Pittsburg, Mo.-Kans.	4,611,558	129
Erie, Pa.	4,577,377	130
Wichita Falls - Lawton, Tex.-Okla.	4,549,534	131
Minot - Bismarck - Dickinson, N.D.	4,540,985	132
La Crosse - Eau Claire, Wisc.	4,514,777	133
Tallahassee - Thomasville, Fla.-Ga.	4,475,401	134
Terre Haute, Ind.	4,467,184	135
Sioux City, Iowa	4,452,119	136
Boise, Ida.	4,415,348	137
McAllen - Brownsville, Tex.	4,257,552	138
Monroe - El Dorado, La.-Ark.	4,232,166	139
Chico - Redding, Calif.	4,225,924	140
Eugene, Ore.	4,183,476	141
Wheeling - Steubenville, W.Va.-Ohio	4,177,976	142
Rochester - Mason City - Austin, Minn.-Iowa	4,109,125	143
Florence, S.C.	3,990,577	144
Columbia - Jefferson City, Mo.	3,909,745	145
Traverse City - Cadillac, Mich.	3,902,132	146
Lubbock, Tex.	3,793,778	147
Ft. Smith, Ark.	3,679,001	148
Bluefield - Beckley - Oak Hill, W.Va.	3,565,743	149
Columbus - Tupelo, Miss.	3,423,983	150
Wilmington, N.C.	3,361,531	151
Albany, Ga.	3,334,371	152
Utica, N.Y.	3,291,166	153
Quincy - Hannibal, Ill.-Mo.	3,224,728	154
Abilene - Sweetwater, Tex.	3,192,225	155
Medford, Ore.	3,1[illegible],441	156
Bangor, Maine	3,033,988	157
Idaho Falls - Pocatello, Ida.	2,900,958	158
Elmira, N.Y.	2,509,762	159
Dothan, Ala.	2,495,044	160
Rapid City, S.D.	2,492,905	161
Salisbury, Md.	2,425,979	162
Billings - Hardin, Mont.	2,389,602	163
Watertown - Carthage, N.Y.	2,299,581	164
Gainesville, Fla.	2,249,460	165
Lake Charles, La.	2,237,408	166
Alexandria, La.	2,178,555	167
Laurel - Hattiesburg, Miss.	2,125,308	168
Palm Springs, Calif.	2,004,549	169
Clarksburg - Weston, W.Va.	1,998,411	170
Missoula, Mont.	1,936,864	171
Grand Junction, Colo.	1,913,704	172
Biloxi - Gulfport - Pascagoula, Miss.	1,783,344	173
Great Falls, Mont.	1,739,943	174
El Centro - Yuma, Calif.-Ariz.	1,717,567	175
Panama City, Fla.	1,690,861	176
Ardmore - Ada, Okla.	1,670,970	177
Greenwood - Greenville, Miss.	1,662,078	178
Casper - Riverton, Wyo.	1,645,846	179
Cheyenne - Scottsbluff - Sterling, Wyo.	1,594,573	180
Jonesboro, Ark.	1,591,060	181
Meridian, Miss.	1,589,905	182
Eureka, Calif.	1,524,434	183
Jackson, Tenn.	1,513,874	184
San Angelo, Tex.	1,483,195	185
Marquette, Mich.	1,457,079	186
Lafayette, Ind.	1,401,031	187
Alexandria, Minn.	1,391,129	188
St. Joseph, Mo.	1,358,525	189
Charlottesville, Va.	1,340,027	190
Tuscaloosa, Ala.	1,318,706	191
Lima, Ohio	1,268,576	192
Roswell, N.M.	1,220,647	193
Butte, Mont.	1,215,068	194
Hagerstown, Md.	1,206,409	195
Anniston, Ala.	1,119,937	196
Bowling Green, Ky.	1,098,036	197
Parkersburg, W.Va.	967,204	198
Harrisonburg, Va.	909,360	199
Victoria, Tex.	853,912	200
Twin Falls, Ida.	823,622	201
Flagstaff, Ariz.	812,033	202
Zanesville, Ohio	796,130	203
Laredo, Tex.	792,658	204
Presque Isle, Maine	777,035	205
Ottumwa - Kirksville, Iowa-Mo.	681,499	206
Bend, Ore.	673,068	207
Mankato, Minn.	654,236	208
North Platte, Neb.	549,758	209
Helena, Mont.	524,610	210
Alpena, Mich.	393,869	211
Glendive, Mont.	139,702	212

S&MM/ARBITRON TV MARKET (ADI) RANKING

TOTAL RETAIL SALES

ADI	($000)	Rank
New York, N.Y.	117,227,951	1
Los Angeles, Calif.	84,176,401	2
Chicago, Ill.	50,832,992	3
Philadelphia, Pa.	47,376,757	4
Boston, Mass.	44,249,740	5
San Francisco, Calif.	42,427,978	6
Detroit, Mich.	30,382,189	7
Washington, D.C.	30,200,910	8
Dallas - Ft. Worth Tex.	29,056,200	9
Houston, Tex.	25,726,387	10
Miami, Fla.	23,319,261	11
Cleveland, Ohio	23,092,544	12
Atlanta, Ga.	23,021,727	13
Minneapolis - St. Paul, Minn.	22,414,376	14
Seattle - Tacoma, Wash.	19,606,172	15
St. Louis, Mo.	18,571,664	16
Tampa - St. Petersburg, Fla.	18,519,486	17
Denver, Colo.	18,178,347	18
Hartford - New Haven, Conn.	17,097,527	19
Pittsburgh, Pa.	16,636,055	20
Baltimore, Md.	15,161,906	21
Sacramento - Stockton, Calif.	15,145,412	22
Phoenix, Ariz.	14,369,387	23
San Diego, Calif.	14,346,841	24
Indianapolis, Ind.	14,082,502	25
Orlando - Daytona Beach - Melbourne, Fla.	12,834,081	26
Kansas City, Mo.	12,813,779	27
Portland, Ore.	12,345,340	28
Cincinnati, Ohio	11,101,177	29
Oklahoma City, Okla.	11,005,485	30
Charlotte, N.C.	10,895,909	31
New Orleans, La.	10,490,698	32
Milwaukee, Wisc.	10,306,765	33
Columbus, Ohio	10,194,355	34
Providence - New Bedford, R.I.-Mass.	10,111,345	35
Nashville, Tenn.	9,910,804	36
Raleigh - Durham, N.C.	9,633,120	37
Salt Lake City, Utah	9,340,831	38
Memphis, Tenn.	9,285,917	39
Grand Rapids - Kalamazoo - Battle Creek, Mich.	9,238,583	40
Greenville - Spartanburg - Asheville, S.C.-N.C.	9,068,475	41
Harrisburg - York - Lancaster - Lebanon, Pa.	8,829,640	42
San Antonio, Tex.	8,823,509	43
Norfolk - Portsmouth - Newport News - Hampton, Va.	8,799,500	44
Buffalo, N.Y.	8,416,603	45
Albany - Schenectady - Troy, N.Y.	8,269,749	46
Greensboro - Winston-Salem - High Point, N.C.	8,070,256	47
West Palm Beach - Ft Pierce - Vero Beach, Fla.	8,003,833	48
Louisville, Ky.	7,726,541	49
Dayton, Ohio	7,550,433	50
Portland - Poland Spring, Maine	7,436,651	51
Flint - Saginaw - Bay City, Mich.	7,394,651	52
Wichita - Hutchinson, Kans.	6,944,644	53
Albuquerque, N.M.	6,930,162	54
Toledo, Ohio	6,910,690	55
Charleston - Huntington, W.Va.	6,872,644	56
Knoxville, Tenn.	6,860,647	57
Richmond, Va.	6,845,803	58
Wilkes-Barre - Scranton, Pa.	6,690,076	59
Jacksonville, Fla.	6,677,379	60
Mobile - Pensacola, Ala.-Fla.	6,598,371	61
Little Rock, Ark.	6,493,936	62
Birmingham, Ala.	6,339,945	63
Fresno - Visalia, Calif.	6,315,883	64
Tulsa, Okla.	6,309,466	65
Rochester, N.Y.	5,794,787	66
Des Moines, Iowa	5,640,312	67
Austin, Tex.	5,617,984	68
Omaha, Neb.	5,544,392	69
Syracuse, N.Y.	5,497,471	70
Shreveport - Texarkana, La.-Tex.-Ark.	5,358,455	71
Springfield - Decatur - Champaign, Ill.	5,092,741	72
Green Bay, Wisc.	5,004,154	73
Roanoke - Lynchburg, Va.	4,895,741	74
Chattanooga, Tenn.	4,605,651	75
Lexington, Ky.	4,560,087	76
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	4,512,948	77
South Bend - Elkhart, Ind.	4,485,479	78
Davenport - Rock Island - Moline, Iowa-Ill.	4,484,316	79
Las Vegas, Nev.	4,383,171	80
Cedar Rapids - Waterloo - Dubuque, Iowa	4,321,092	81
Spokane, Wash.	4,239,406	82
Springfield, Mass.	4,213,284	83
Evansville, Ind.	4,173,377	84
Columbia, S.C.	4,122,737	85
Baton Rouge, La.	4,046,596	86
Burlington - Plattsburgh, Vt.-N.Y.	4,003,196	87
Jackson, Miss.	3,981,975	88
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	3,966,343	89
Youngstown, Ohio	3,961,815	90
Tucson, Ariz.	3,951,240	91
Springfield, Mo.	3,766,752	92
Bristol - Kingsport - Johnson City, Tenn.	3,717,769	93
Lansing, Mich.	3,708,409	94
Lincoln - Hastings - Kearney, Neb.	3,681,443	95
Madison, Wisc.	3,678,496	96
Johnstown - Altoona, Pa.	3,633,990	97
Waco - Temple, Tex.	3,624,543	98
Odessa - Midland, Tex.	3,571,895	99
Ft. Myers - Naples, Fla.	3,563,566	100
Huntsville - Decatur - Florence, Ala.	3,505,805	101
Colorado Springs - Pueblo, Colo.	3,362,601	102
Savannah, Ga.	3,356,689	103
Fargo, N.D.	3,350,143	104
Ft. Wayne, Ind.	3,336,348	105
Salinas - Monterey, Calif.	3,312,566	106
Charleston, S.C.	3,301,665	107
Sioux Falls - Mitchell, S.D.	3,275,080	108
Reno, Nev.	3,256,844	109
El Paso, Tex.	3,195,845	110
Lafayette, La.	3,185,747	111
McAllen - Brownsville, Tex.	3,176,889	112
Corpus Christi, Tex.	3,167,361	113
Greenville - New Bern - Washington, N.C.	3,160,[illegible]97	114
Peoria, Ill.	3,007,245	115
Amarillo, Tex.	2,962,906	116
Tyler - Longview, Tex.	2,932,674	117
Rockford, Ill.	2,895,163	118
Augusta, Ga.	2,780,669	119
Beaumont - Port Arthur, Tex.	2,755,836	120
Florence, S.C.	2,739,883	121
Montgomery - Selma, Ala.	2,689,002	122
Wichita Falls - Lawton, Tex.-Okla.	2,558,396	123
Minot - Bismarck - Dickinson, N.D.	2,510,386	124
Duluth - Superior, Minn.-Wisc.	2,509,050	125
Yakima, Wash.	2,452,501	126
Macon, Ga.	2,442,915	127
Terre Haute, Ind.	2,414,262	128
Erie, Pa.	2,375,640	129
Bakersfield, Calif.	2,373,274	130
Rochester - Mason City - Austin, Minn.-Iowa	2,369,019	131
Tallahassee - Thomasville, Fla.-Ga.	2,341,994	132
La Crosse - Eau Claire, Wisc.	2,334,240	133
Sioux City, Iowa	2,312,378	134
Chico - Redding, Calif.	2,283,986	135
Topeka, Kans.	2,269,738	136
Columbus, Ga.	2,268,973	137
Traverse City - Cadillac, Mich.	2,265,198	138
Joplin - Pittsburg, Mo.-Kans.	2,251,355	139
Wausau - Rhinelander, Wisc.	2,236,963	140
Eugene, Ore.	2,228,942	141
Monroe - El Dorado, La.-Ark.	2,218,973	142
Binghamton, N.Y.	2,215,065	143
Lubbock, Tex.	2,190,583	144
Boise, Ida.	2,154,941	145
Bluefield - Beckley - Oak Hill, W.Va.	2,101,656	146
Abilene - Sweetwater, Tex.	2,080,123	147
Wheeling - Steubenville, W.Va.-Ohio	1,990,904	148
Wilmington, N.C.	1,984,710	149
Albany, Ga.	1,964,343	150
Columbia - Jefferson City, Mo.	1,944,080	151
Columbus - Tupelo, Miss.	1,894,240	152
Bangor, Maine	1,866,106	153
Medford, Ore.	1,829,235	154
Ft. Smith, Ark.	1,800,725	155
Salisbury, Md.	1,711,020	156
Idaho Falls - Pocatello, Ida.	1,555,641	157
Quincy - Hannibal, Ill.-Mo.	1,527,942	158
Billings - Hardin, Mont.	1,512,878	159
Utica, N.Y.	1,450,500	160
Dothan, Ala.	1,386,683	161
Rapid City, S.D.	1,302,876	162
Laurel - Hattiesburg, Miss.	1,283,909	163
Grand Junction, Colo.	1,272,837	164
Gainesville, Fla.	1,239,223	165
Lake Charles, La.	1,218,402	166
Greenwood - Greenville, Miss.	1,113,602	167
Elmira, N.Y.	1,098,279	168
Cheyenne - Scottsbluff - Sterling, Wyo.	1,067,198	169
Watertown - Carthage, N.Y.	1,059,724	170
Biloxi - Gulfport - Pascagoula, Miss.	1,053,227	171
Laredo, Tex.	1,038,276	172
Casper - Riverton, Wyo.	1,036,944	173
Alexandria, La.	1,028,540	174
El Centro - Yuma, Calif.-Ariz.	1,019,284	175
Panama City, Fla.	1,013,997	176
Clarksburg - Weston, W.Va.	1,012,964	177
Jackson, Tenn.	974,937	178
Palm Springs, Calif.	973,793	179
Great Falls, Mont.	970,493	180
San Angelo, Tex.	958,607	181
Missoula, Mont.	952,544	182
Roswell, N.M.	909,359	183
Eureka, Calif.	861,173	184
Charlottesville, Va.	849,458	185
Ardmore - Ada, Okla.	841,885	186
Meridian, Miss.	825,687	187
Alexandria, Minn.	815,395	188
Jonesboro, Ark.	814,286	189
St. Joseph, Mo.	792,469	190
Lima, Ohio	787,180	191
Lafayette, Ind.	755,119	192
Tuscaloosa, Ala.	751,802	193
Butte, Mont.	698,066	194
Hagerstown, Md.	691,825	195
Bowling Green, Ky.	687,008	196
Marquette, Mich.	610,171	197
Parkersburg, W.Va.	604,685	198
Victoria, Tex.	578,852	199
Flagstaff, Ariz.	563,817	200
Harrisonburg, Va.	555,783	201
Twin Falls, Ida.	491,728	202
Anniston, Ala.	474,661	203
Mankato, Minn.	461,886	204
Presque Isle, Maine	451,247	205
Zanesville, Ohio	436,484	206
Bend, Ore.	364,508	207
Ottumwa - Kirksville, Iowa-Mo.	350,768	208
North Platte, Neb.	343,935	209
Helena, Mont.	276,054	210
Alpena, Mich.	184,428	211
Glendive, Mont.	115,994	212

S&MM/ARBITRON TV MARKET (ADI) RANKING

BUYING POWER INDEX (BPI)

ADI	BPI	Rank
New York, N.Y.	8.6442	1
Los Angeles, Calif.	5.8175	2
Chicago, Ill.	3.7284	3
Philadelphia, Pa.	3.1349	4
San Francisco, Calif.	2.8839	5
Boston, Mass.	2.7283	6
Washington, D.C.	2.1268	7
Detroit, Mich.	2.0204	8
Dallas - Ft. Worth, Tex.	1.9077	9
Houston, Tex.	1.7342	10
Cleveland, Ohio	1.5582	11
Atlanta, Ga.	1.4669	12
Minneapolis - St. Paul, Minn.	1.4641	13
Miami, Fla.	1.3844	14
Seattle - Tacoma, Wash.	1.3681	15
St. Louis, Mo.	1.2439	16
Pittsburgh, Pa.	1.2149	17
Tampa - St. Petersburg, Fla.	1.1943	18
Denver, Colo.	1.1738	19
Hartford - New Haven, Conn.	1.1461	20
Sacramento - Stockton, Calif.	1.0385	21
Baltimore, Md.	1.0268	22
San Diego, Calif.	1.0051	23
Phoenix, Ariz.	.9666	24
Indianapolis, Ind.	.9162	25
Portland, Ore.	.8455	26
Kansas City, Mo.	.8370	27
Orlando - Daytona Beach - Melbourne, Fla.	.7926	28
Cincinnati, Ohio	.7746	29
Milwaukee, Wisc.	.7674	30
Charlotte, N.C.	.7148	31
Columbus, Ohio	.6915	32
Nashville, Tenn.	.6818	33
New Orleans, La.	.6738	34
Oklahoma City, Okla.	.6620	35
Grand Rapids - Kalamazoo - Battle Creek, Mich.	.6575	36
Buffalo, N.Y.	.6433	37
Raleigh - Durham, N.C.	.6419	38
Salt Lake City, Utah	.6390	39
Providence - New Bedford, R.I.-Mass.	.6350	40
Norfolk - Portsmouth - Newport News - Hampton, Va.	.6060	41
Greenville - Spartanburg - Asheville, S.C.-N.C.	.5907	42
Harrisburg - York - Lancaster - Lebanon, Pa.	.5900	43
San Antonio, Tex.	.5857	44
Memphis, Tenn.	.5820	45
Albany - Schenectady - Troy, N.Y.	.5524	46
Dayton, Ohio	.5417	47
Louisville, Ky.	.5319	48
Greensboro - Winston-Salem - High Point, N.C.	.5238	49
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	.5092	50
Charleston - Huntington, W.Va.	.4788	51
Flint - Saginaw - Bay City, Mich.	.4746	52
Wichita - Hutchinson, Kans.	.4712	53
Richmond, Va.	.4697	54
Birmingham, Ala.	.4622	55
Wilkes-Barre - Scranton, Pa.	.4614	56
Albuquerque, N.M.	.4528	57
Toledo, Ohio	.4498	58
Jacksonville, Fla.	.4497	59
Tulsa, Okla.	.4476	60
Fresno - Visalia, Calif.	.4470	61
Mobile - Pensacola, Ala.-Fla.	.4469	62
Little Rock, Ark.	.4440	63
Rochester, N.Y.	.4258	64
Syracuse, N.Y.	.4165	65
Portland - Poland Spring, Maine	.4132	66
Knoxville, Tenn.	.4114	67
Shreveport - Texarkana, La.-Tex.-Ark.	.3848	68
Omaha, Neb.	.3840	69
Des Moines, Iowa	.3839	70
Austin, Tex.	.3752	71
Green Bay, Wisc.	.3702	72
Roanoke - Lynchburg, Va.	.3564	73
Springfield - Decatur - Champaign, Ill.	.3552	74
Davenport - Rock Island - Moline, Iowa-Ill.	.3384	75
Cedar Rapids - Waterloo - Dubuque, Iowa	.3244	76
Lexington, Ky.	.3170	77
South Bend - Elkhart, Ind.	.3051	78
Spokane, Wash.	.3050	79
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	.3035	80
Chattanooga, Tenn.	.2962	81
Youngstown, Ohio	.2849	82
Columbia, S.C.	.2846	83
Baton Rouge, La.	.2769	84
Jackson, Miss.	.2748	85
Tucson, Ariz.	.2741	86
Evansville, Ind.	.2727	87
Springfield, Mo.	.2653	88
Bristol - Kingsport - Johnson City, Tenn.	.2638	89
Johnstown - Altoona, Pa.	.2637	90
Huntsville - Decatur - Florence, Ala.	.2563	91
Las Vegas, Nev.	.2563	91
Lincoln - Hastings - Kearney, Neb.	.2549	93
Springfield, Mass.	.2544	94
Lansing, Mich.	.2518	95
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	.2492	96
Waco - Temple, Tex.	.2491	97
Salinas - Monterey, Calif.	.2484	98
Burlington - Plattsburgh, Vt.-N.Y.	.2430	99
Peoria, Ill.	.2357	100
Ft. Wayne, Ind.	.2354	101
Madison, Wisc.	.2344	102
Colorado Springs - Pueblo, Colo.	.2247	103
Fargo, N.D.	.2244	104
Savannah, Ga.	.2234	105
Ft. Myers - Naples, Fla.	.2225	106
El Paso, Tex.	.2202	107
Greenville - New Bern - Washington, N.C.	.2178	108
Sioux Falls - Mitchell, S.D.	.2146	109
Charleston, S.C.	.2117	110
Rockford, Ill.	.2103	111
Augusta, Ga.	.2076	112
Lafayette, La.	.2043	113
Montgomery - Selma, Ala.	.1954	114
Corpus Christi, Tex.	.1948	115
Odessa - Midland, Tex.	.1942	116
Reno, Nev.	.1940	117
McAllen - Brownsville, Tex.	.1906	118
Amarillo, Tex.	.1896	119
Beaumont - Port Arthur, Tex.	.1866	120
Tyler - Longview, Tex.	.1840	121
Yakima, Wash.	.1729	122
Bakersfield, Calif.	.1704	123
Duluth - Superior, Minn.-Wisc.	.1684	124
Binghamton, N.Y.	.1679	125
Columbus, Ga.	.1656	126
Macon, Ga.	.1655	127
Wichita Falls - Lawton, Tex.-Okla.	.1649	128
Topeka, Kans.	.1639	129
Minot - Bismarck - Dickinson, N.D.	.1613	130
Joplin - Pittsburg, Mo.-Kans.	.1611	131
Tallahassee - Thomasville, Fla.-Ga.	.1609	132
Wausau - Rhinelander, Wisc.	.1602	133
Florence, S.C.	.1598	134
Terre Haute, Ind.	.1596	135
Monroe - El Dorado, La.-Ark.	.1595	136
Erie, Pa.	.1593	137
La Crosse - Eau Claire, Wisc.	.1591	138
Sioux City, Iowa	.1583	139
Boise, Ida.	.1541	140
Chico - Redding, Calif.	.1502	141
Eugene, Ore.	.1502	141
Rochester - Mason City - Austin, Minn.-Iowa	.1475	143
Traverse City - Cadillac, Mich.	.1462	144
Wheeling - Steubenville, W.Va.-Ohio	.1449	145
Lubbock, Tex.	.1406	146
Bluefield - Beckley - Oak Hill, W.Va.	.1374	147
Columbia - Jefferson City, Mo.	.1349	148
Columbus - Tupelo, Miss.	.1330	149
Ft. Smith, Ark.	.1297	150
Albany, Ga.	.1282	151
Wilmington, N.C.	.1280	152
Abilene - Sweetwater, Tex.	.1218	153
Medford, Ore.	.1180	154
Bangor, Maine	.1146	155
Quincy - Hannibal, Ill.-Mo.	.1118	156
Utica, N.Y.	.1090	157
Idaho Falls - Pocatello, Ida.	.1066	158
Salisbury, Md.	.0948	159
Dothan, Ala.	.0940	160
Billings - Hardin, Mont.	.0898	161
Rapid City, S.D.	.0874	162
Elmira, N.Y.	.0839	163
Laurel - Hattiesburg, Miss.	.0825	164
Gainesville, Fla.	.0805	165
Lake Charles, La.	.0802	166
Watertown - Carthage, N.Y.	.0794	167
Alexandria, La.	.0793	168
Clarksburg - Weston, W.Va.	.0740	169
Grand Junction, Colo.	.0729	170
Greenwood - Greenville, Miss.	.0716	171
Missoula, Mont.	.0677	172
Palm Springs, Calif.	.0670	173
Biloxi - Gulfport - Pascagoula, Miss.	.0662	174
El Centro - Yuma, Calif.-Ariz.	.0655	175
Panama City, Fla.	.0651	176
Great Falls, Mont.	.0639	177
Ardmore - Ada, Okla.	.0614	178
Cheyenne - Scottsbluff - Sterling, Wyo.	.0605	179
Casper - Riverton, Wyo.	.0601	180
Jackson, Tenn.	.0589	181
Meridian, Miss.	.0587	182
Jonesboro, Ark.	.0584	183
San Angelo, Tex.	.0555	184
Eureka, Calif.	.0541	185
Alexandria, Minn.	.0534	186
Marquette, Mich.	.0501	187
St. Joseph, Mo.	.0495	188
Tuscaloosa, Ala.	.0492	189
Lafayette, Ind.	.0490	190
Roswell, N.M.	.0484	191
Charlottesville, Va.	.0481	192
Lima, Ohio	.0465	193
Butte, Mont.	.0451	194
Laredo, Tex.	.0449	195
Hagerstown, Md.	.0437	196
Bowling Green, Ky.	.0424	197
Anniston, Ala.	.0386	198
Parkersburg, W.Va.	.0361	199
Harrisonburg, Va.	.0346	200
Flagstaff, Ariz.	.0325	201
Victoria, Tex.	.0325	201
Twin Falls, Ida.	.0311	203
Presque Isle, Maine	.0293	204
Zanesville, Ohio	.0291	205
Mankato, Minn.	.0257	206
Ottumwa - Kirksville, Iowa-Mo.	.0250	207
Bend, Ore.	.0245	208
North Platte, Neb.	.0204	209
Helena, Mont.	.0184	210
Alpena, Mich.	.0137	211
Glendive, Mont.	.0058	212

ALPHABETICAL LISTING OF S&MM TV MARKETS
With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

ABILENE-SWEETWATER, TEX.— Brown 11.9, Callahan 4.1, Coke 1.1, Coleman 3.7, Eastland 6.9, Fisher 1.8, Haskell 2.4, Jones 5.8, Mitchell 2.8, Nolan 5.6, Runnels 4.1, Scurry 6.1, Shackelford 1.3, Stephens 3.7, Stonewall 0.9, Taylor 37.9. Tot. Hslds.: 116,500.

ALBANY, GA.— Atkinson 1.5, Baker 0.9, Ben Hill 4.8, Berrien 3.8, Calhoun 1.1, Coffee 7.6, Colquitt 9.8, Cook 3.7, Crisp 5.4, Dougherty 26.2, Irwin 2.5, Lanier 1.5, Lee 3.7, Mitchell 5.2, Telfair 3.0, Terrell 3.0, Tift 8.9, Turner 2.4, Worth 4.8. Tot. Hslds.: 133,000.

ALBANY-SCHENECTADY-TROY, N.Y.— MASS.: Berkshire 11.3, N.Y.: Albany 23.1, Columbia 4.8, Fulton 4.3, Greene 3.4, Hamilton 0.4, Montgomery 4.2, Rensselaer 11.4, Saratoga 11.8, Schenectady 12.0, Schoharie 2.2, Warren 4.2, Washington 4.1, VT.: Bennington 2.8. Tot. Hslds.: 485,700.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion) 2.7, COLO.: Alamosa 1.0, Archuleta 0.4, Conejos 0.6, Costilla 0.3, Mineral 0.1, Montezuma 1.5, Rio Grande 0.8, Saguache 0.3, N.M.: Bernalillo 40.1, Catron 0.2, Cibola 2.2, Colfax 1.1, De Baca 0.2, Eddy 4.2, Grant 2.0, Guadalupe 0.3, Harding 0.1, Lincoln 1.3, Los Alamos 1.6, McKinley 4.4, Mora 0.3, Otero 3.8, Rio Arriba 2.4, Roosevelt 1.4, Sandoval 3.4, San Juan 7.0, San Miguel 1.9, Santa Fe 7.3, Sierra 0.9, Socorro 1.0, Taos 1.6, Torrance 0.7, Valencia 2.9. Tot. Hslds.: 452,800.

[illegible]ANDRIA, LA.— Avoyelles 16.7, Grant 7.2, Rapides 55.7, Vernon 20.3. Tot. Hslds.: 89,700.

ALEXANDRIA, MINN.— Beltrami 19.0, Cass 13.9, Douglas 18.9, Grant 4.5, Hubbard 9.3, Pope 7.6, Todd 15.6, Traverse 3.0, Wadena 8.3. Tot. Hslds.: 60,400.

ALPENA, MICH.— Alcona 27.6, Alpena 72.4. Tot. Hslds.: 15,600.

AMARILLO, TEX.— N.M.: Curry 8.7, Quay 2.5, Union 1.0, OKLA.: Cimarron 0.9, Texas 3.6, TEX.: Armstrong 0.4, Briscoe 0.6, Carson 1.3, Castro 1.8, Childress 1.4, Collingsworth 0.9, Cottle 0.6, Dallam 1.4, Deaf Smith 3.6, Donley 0.9, Gray 5.7, Hall 1.1, Hansford 1.3, Hartley 0.7, Hemphill 1.2, Hutchinson 5.8, Lipscomb 0.8, Moore 3.3, Ochiltree 2.0, Oldham 0.4, Parmer 1.9, Potter 22.8, Randall 18.8, Roberts 0.2, Sherman 0.6, Swisher 1.8, Wheeler 1.8. Tot. Hslds.: 181,500.

ANNISTON, ALA.— Calhoun 100.0. Tot. Hslds.: 44,200.

ARDMORE-ADA, OKLA.— Atoka 6.4, Bryan 17.3, Carter 24.0, Choctaw 8.2, Coal 2.9, Johnston 5.4, Love 4.4, Marshall 6.7, Pontotoc 17.9, Pushmataha 6.8. Tot. Hslds.: 74,700.

ATLANTA, GA.— ALA.: Cherokee 0.6, Cleburne 0.4, Randolph 0.6, GA.: Banks 0.3, Barrow 0.7, Bartow 1.3, Butts 0.4, Carroll 1.8, Cherokee 1.9, Clarke 2.3, Clayton 4.9, Cobb 11.7, Coweta 1.3, Dawson 0.2, De Kalb 15.8, Douglas 1.8, Fayette 1.3, Floyd 2.4, Forsyth 1.1, Fulton 19.7, Gilmer 0.4, Gordon 1.0, Greene 0.3, Gwinnett 7.4, Habersham 0.8, Hall 2.5, Haralson 0.6, Heard 0.2, Henry 1.3, Jackson 0.8, Jasper 0.2, Lamar 0.4, Lumpkin 0.3, Madison 0.6, Meriwether 0.6, Monroe 0.4, Morgan 0.3, Newton 1.1, Oconee 0.4, Oglethorpe 0.3, Paulding 0.9, Pickens 0.4, Pike 0.3, Polk 1.0, Putnam 0.3, Rabun 0.3, Rockdale 1.3, Spalding 1.4, Towns 0.2, Troup 1.6, Union 0.3, Upson 0.8, Walton 0.9, White 0.3. Tot. Hslds.: 1,255,900.

AUGUSTA, GA.— Burke 3.0, Columbia 8.9, Emanuel 3.5, Glascock 0.4, Hancock 1.4, Jefferson 3.0, Jenkins 1.3, Johnson 1.5, Lincoln 1.0, McDuffie 3.4, Richmond 30.9, Taliaferro 0.4, Warren 0.9, Washington 3.0, Wilkes 1.8, S.C.: Aiken 20.7, Allendale 1.8, Bamberg 2.8, Barnwell 3.5, Edgefield 2.8, McCormick 1.2, Saluda 2.8. Tot. Hslds.: 216,500.

AUSTIN, TEX.— Bastrop 3.7, Blanco 0.7, Burnet 2.9, Caldwell 2.6, Fayette 2.4, Gillespie 1.9, Hays 5.3, Lee 1.4, Llano 1.6, Mason 0.5, San Saba 0.7, Travis 65.2, Williamson 11.2. Tot. Hslds.: 342,500.

BAKERSFIELD, CALIF.— Kern (western portion) 100.0. Tot. Hslds.: 149,600.

BALTIMORE, MD.— Anne Arundel 15.7, Baltimore 28.6, Baltimore city 31.5, Caroline 1.0, Carroll 4.3, Cecil 2.5, Dorchester 1.3, Harford 6.0, Howard 6.0, Kent 0.7, Queen Anne's 1.2, Talbot 1.2. Tot. Hslds.: 897,400.

BANGOR, MAINE— Hancock 15.4, Penobscot 42.7, Piscataquis 5.8, Somerset 14.5, Waldo 9.9, Washington 11.6. Tot. Hslds.: 113,600.

BATON ROUGE, LA.— Ascension 7.5, Assumption 2.6, East Baton Rouge 55.0, East Feliciana 2.2, Iberville 4.0, Livingston 9.3, Pointe Coupee 3.2, St. Helena 1.2, St. Mary 8.1, West Baton Rouge 2.6, West Feliciana 1.0, MISS.: Amite 1.8, Wilkinson 1.3. Tot. Hslds.: 258,500.

BEAUMONT-PORT ARTHUR, TEX.— Hardin 9.1, Jasper 7.2, Jefferson 55.6, Newton 2.9, Orange 18.1, Sabine 2.5, Tyler 4.6. Tot. Hslds.: 170,000.

BEND, ORE.— Deschutes 100.0. Tot. Hslds.: 26,200.

BILLINGS-HARDIN, MONT.— Big Horn 3.9, Carbon 4.3, Custer 6.2, Garfield 0.7, Golden Valley 0.5, Musselshell 2.1, Park 6.4, Petroleum 0.2, Powder River 1.0, Rosebud 4.8, Stillwater 2.7, Sweet Grass 1.5, Treasure 0.5, Wheatland 1.0, Yellowstone 54.0, WYO.: Park 10.1. Tot. Hslds.: 88,700.

BILOXI-GULFPORT-PASCAGOULA, MISS.— Harrison 94.7, Stone 5.3. Tot. Hslds.: 64,700.

BINGHAMTON, N.Y.— Broome 50.6, Chenango 11.7, Delaware 11.0, Tioga 11.8, PA.: Bradford 15.0. Tot. Hslds.: 158,500.

BIRMINGHAM, ALA.— Bibb 1.2, Blount 2.9, Chilton 2.5, Clay 1.0, Coosa 0.9, Cullman 5.0, Etowah 7.8, Fayette 1.4, Greene 0.7, Hale 1.0, Jefferson 52.1, Marion 2.4, St. Clair 3.3, Shelby 5.7, Talladega 5.3, Walker 5.2, Winston 1.8. Tot. Hslds.: 502,800.

BLUEFIELD-BECKLEY-OAK HILL, W.VA.— VA.: Bland 1.4, Tazewell 11.4, W.VA.: Fayette 13.8, Greenbrier 9.3, McDowell 10.4, Mercer 18.0, Monroe 3.1, Raleigh 21.1, Summers 3.5, Wyoming 7.8. Tot. Hslds.: 153,200.

BOISE, IDA.— Ada 47.3, Adams 0.8, Blaine 3.4, Boise 1.0, Camas 0.2, Canyon 19.2, Elmore 4.4, Gem 2.7, Owyhee 1.8, Payette 3.7, Valley 1.5, Washington 2.0, ORE.: Baker 3.9, Grant 2.0, Malheur 6.3. Tot. Hslds.: 157,800.

BOSTON, MASS.— Barnstable 3.5, Essex 12.0, Franklin 1.3, Middlesex 24.4, Nantucket 0.1, Norfolk 10.7, Plymouth 7.2, Suffolk 13.1, Worcester 11.8, N.H.: Cheshire 1.2, Hillsborough 5.6, Merrimack 2.0, Rockingham 4.0, Strafford 1.6, Sullivan 0.7, VT.: Windham 0.8. Tot. Hslds.: 2,060,100.

BOWLING GREEN, KY.— Adair 12.6, Hart 13.5, Metcalfe 8.2, Warren 65.6. Tot. Hslds.: 45,100.

BRISTOL-KINGSPORT-JOHNSON CITY, TENN.— KY.: Letcher 3.8, N.C.: Avery 1.9, TENN.: Carter 7.0, Greene 7.4, Hancock 0.8, Hawkins 6.1, Johnson 1.9, Sullivan 20.3, Unicoi 2.3, Washington 12.3, VA.: Bristol city 2.6, Buchanan 4.4, Dickenson 2.5, Lee 3.4, Norton city 0.6, Russell 4.2, Scott 3.1, Smyth 4.2, Washington 5.9, Wise 5.5. Tot. Hslds.: 281,500.

BUFFALO, N.Y.— Allegany 2.9, Cattaraugus 5.0, Chautauqua 8.9, Erie 58.4, Genesee 3.4, Niagara 13.0, Orleans 2.2, Wyoming 2.2, PA.: McKean 3.0, Potter 1.1. Tot. Hslds.: 616,900.

BURLINGTON-PLATTSBURGH, VT.— N.Y.: Clinton 11.6, Essex 6.2, Franklin 6.9, VT.: Addison 4.8, Caledonia 4.5, Chittenden 19.5, Essex 1.1, Franklin 5.7, Grand Isle 0.8, Lamoille 3.0, Orange 3.9, Orleans 3.9, Rutland 10.0, Washington 8.9, Windsor 9.3. Tot. Hslds.: 229,200.

BUTTE, MONT.— Beaverhead 6.5, Broadwater 3.0, Deer Lodge 8.5, Gallatin 37.7, Jefferson 6.0, Madison 4.4, Powell 4.8, Silver Bow 29.0. Tot. Hslds.: 49,600.

CASPER-RIVERTON, WYO.— Converse 10.0, Fremont 24.9, Hot Springs 4.1, Johnson 5.1, Natrona 53.5, Niobrara 2.4. Tot. Hslds.: 51,000.

CEDAR RAPIDS-WATERLOO-DUBUQUE, IOWA— ILL.: Jo Daviess 2.8, IOWA: Allamakee 1.7, Benton 2.8, Black Hawk 14.7, Bremer 2.7, Buchanan 2.5, Butler 2.0, Chickasaw 1.7, Clayton 2.5, Delaware 2.1, Dubuque 9.6, Fayette 2.9, Grundy 1.7, Iowa 1.8, Johnson 10.3, Jones 2.2, Keokuk 1.5, Linn 20.6, Tama 2.1, Washington 2.4, Winneshiek 2.3, WISC.: Crawford 1.8, Grant 5.4. Tot. Hslds.: 325,600.

CHARLESTON, S.C.— Berkeley 20.0, Charleston 47.8, Colleton 5.8, Dorchester 12.5, Georgetown 7.8, Williamsburg 6.1. Tot. Hslds.: 211,200.

CHARLESTON-HUNTINGTON, W.VA.— KY.: Boyd 3.9, Carter 1.7, Elliott 0.5, Floyd 3.4, Greenup 2.6, Johnson 1.7, Lawrence 1.0, Lewis 1.0, Magoffin 0.9, Martin 0.9, Morgan 0.8, Pike 5.7, OHIO: Athens 3.8, Gallia 2.1, Jackson 2.1, Lawrence 4.5, Meigs 1.7, Scioto 5.8, Vinton 0.8, Washington 4.6, W.VA.: Boone 2.1, Braxton 1.1, Cabell 8.1, Calhoun 0.6, Clay 0.8, Jackson 1.8, Kanawha 17.3, Lincoln 1.5, Logan 3.3, Mason 1.9, Mingo 2.5, Nicholas 2.0, Putnam 3.0, Roane 1.1, Wayne 3.2, Wirt 0.3. Tot. Hslds.: 522,400.

CHARLOTTE, N.C.— Alexander 1.4, Anson 1.3, Ashe 1.3, Burke 4.2, Cabarrus 5.1, Caldwell 3.9, Catawba 6.3, Cleveland 4.6, Gaston 9.2, Iredell 4.8, Lincoln 2.5, Mecklenburg 25.4, Richmond 2.5, Rowan 5.8, Stanly 2.8, Union 4.0, Watauga 1.8, S.C.: Chester 1.6, Chesterfield 2.1, Lancaster 3.0, York 6.3. Tot. Hslds.: 683,500.

CHARLOTTESVILLE, VA.— Albemarle 58.2, Charlottesville city 41.8. Tot. Hslds.: 39,200.

CHATTANOOGA, TENN.— ALA.: Jackson 6.4, GA.: Catoosa 4.6, Chattooga 2.5, Dade 1.4, Fannin 2.0, Murray 2.6, Walker 6.6, Whitfield 8.2, N.C.: Cherokee 2.5, Clay 0.9, TENN.: Bledsoe 1.1, Bradley 8.6, Grundy 1.6, Hamilton 36.1, McMinn 5.2, Marion 3.0, Meigs 0.9, Polk 1.6, Rhea 3.0, Sequatchie 1.1. Tot. Hslds.: 306,600.

CHEYENNE-SCOTTSBLUFF-STERLING, WYO.— COLO.: Logan 13.3, NEB.: Banner 0.5, Morrill 4.1, Scotts Bluff 24.4, WYO.: Goshen 8.4, Laramie 49.2. Tot. Hslds.: 58,100.

CHICAGO, ILL.— Cook 62.3, De Kalb 0.8, Du Page 8.5, Grundy 0.4, Iroquois 0.4, Kane 3.5, Kankakee 1.2, Kendall 0.4, Lake 5.1, La Salle 1.4, Livingston 0.5, McHenry 1.8, Will 3.6, IND.: Jasper 0.3, Lake 5.6, La Porte 1.2, Newton 0.2, Porter 1.4, WISC.: Kenosha 1.4. Tot. Hslds.: 3,109,900.

CHICO-REDDING, CALIF.— Butte 44.5, Glenn 5.5, Modoc 2.3, Shasta 32.7, Tehama 11.4, Trinity 3.5. Tot. Hslds.: 155,100.

CINCINNATI, OHIO— IND.: Dearborn 1.8, Fayette 1.4, Franklin 0.9, Ohio 0.3, Ripley 1.2, Switzerland 0.4, Union 0.3, KY.: Boone 2.4, Bracken 0.4, Campbell 4.0, Carroll 0.5, Gallatin 0.3, Grant 0.7, Kenton 7.0, Mason 0.9, Owen 0.5, Pendleton 0.5, Robertson 0.1, OHIO: Adams 1.3, Brown 1.7, Butler 13.5, Clermont 6.8, Hamilton 46.5, Highland 1.8, Warren 5.0. Tot. Hslds.: 721,300.

CLARKSBURG-WESTON, W.VA.— Barbour 6.8, Doddridge 3.1, Gilmer 3.4, Harrison 33.0, Lewis 8.0, Pleasants 3.2, Randolph 11.8, Ritchie 5.0, Taylor 6.9, Tucker 3.8, Upshur 10.0, Webster 4.9. Tot. Hslds.: 89,300.

CLEVELAND, OHIO— Ashland 1.2, Ashtabula 2.6, Carroll 0.7, Cuyahoga 39.9, Erie 2.0, Geauga 1.7, Holmes 0.6, Huron 1.4, Lake 5.4, Lorain 6.7, Medina 2.8, Portage 3.4, Richland 3.4, Stark 9.7, Summit 13.6, Tuscarawas 2.3, Wayne 2.5. Tot. Hslds.: 1,427,900.

COLORADO SPRINGS-PUEBLO, COLO.— Baca 0.9, Bent 0.9, Cheyenne 0.4, Crowley 0.5, Custer 0.3, El Paso 62.2, Fremont 5.4, Huerfano 1.3, Kiowa 0.3, Las Animas 2.5, Otero 3.7, Pueblo 21.6. Tot. Hslds.: 222,900.

COLUMBIA, S.C.— Calhoun 1.6, Clarendon 3.5, Fairfield 2.4, Kershaw 5.7, Lee 2.1, Lexington 22.0, Newberry 4.4, Orangeburg 11.0, Richland 35.7, Sumter 11.5. Tot. Hslds.: 278,700.

COLUMBIA-JEFFERSON CITY, MO.— Audrain 7.5, Boone 30.3, Callaway 8.8, Chariton 3.1, Cole 16.8, Cooper 4.2, Howard 2.8, Maries 2.2, Miller 6.0, Moniteau 3.4, Morgan 4.5, Osage 3.2, Randolph 7.5. Tot. Hslds.: 129,900.

COLUMBUS, GA.— ALA.: Barbour 5.1, Chambers 8.1, Lee 17.7, Russell 10.0, GA.: Chattahoochee 1.8, Clay 0.7, Harris 3.6, Macon 2.8, Marion 1.0, Muscogee 36.2, Quitman 0.5, Randolph 1.9, Schley 0.6, Stewart 1.1, Sumter 5.7, Talbot 1.2, Taylor 1.5, Webster 0.5. Tot. Hslds.: 177,500.

COLUMBUS-TUPELO, MISS.— ALA.: Lamar 3.9, Pickens 4.6, MISS.: Calhoun 3.6, Chickasaw 3.9, Choctaw 2.0, Clay 4.6, Itawamba 5.0, Lee 15.1, Lowndes 13.6, Monroe 8.1, Montgomery 2.9, Noxubee 2.6, Oktibbeha 7.8, Pontotoc 5.2, Prentiss 5.8, Tishomingo 4.6, Webster 2.4, Winston 4.3. Tot. Hslds.: 157,300.

COLUMBUS, OHIO— Coshocton 2.1, Crawford 2.8, Delaware 3.1, Fairfield 5.2, Fayette 1.5, Franklin 54.0, Hardin 1.8, Hocking 1.5, Knox 2.6, Licking 7.0, Madison 1.7, Marion 3.6, Morgan 0.8, Morrow 1.5, Perry 1.8, Pickaway 2.3, Pike 1.3, Ross 3.7, Union 1.7. Tot. Hslds.: 661,000.

CORPUS CHRISTI, TEX.— Aransas 3.9, Bee 5.0, Brooks 1.6, Duval 2.4, Jim Hogg 1.0, Jim Wells 7.2, Kenedy 0.1, Kleberg 6.2, Live Oak 2.0, Nueces 57.5, Refugio 1.8, San Patricio 11.3. Tot. Hslds.: 174,600.

DALLAS-FT. WORTH, TEX.— Anderson 0.9, Bosque 0.4, Collin 4.3, Comanche 0.3, Cooke 0.7, Dallas 43.2, Delta 0.1, Denton 4.5, Ellis 1.6, Erath 0.6, Fannin 0.6, Freestone 0.4, Grayson 2.3, Hamilton 0.2, Henderson 1.4, Hill 0.7, Hood 0.7, Hopkins 0.7, Hunt 1.5, Jack 0.2, Johnson 2.0, Kaufman 1.1, Lamar 1.1, Navarro 0.9, Palo Pinto 0.6, Parker 1.3, Rains 0.2, Rockwall 0.5, Somervell 0.1, Tarrant 24.6, Van Zandt 0.9, Wise 0.8, Wood 0.7. Tot. Hslds.: 1,617,600.

DAVENPORT-ROCK ISLAND-MOLINE, IOWA— ILL.: Bureau 4.4, Carroll 2.1, Henderson 1.1, Henry 6.3, Knox 7.0, Lee 3.9, Mercer 2.2, Rock Island 19.2, Warren 2.5, Whiteside 7.4, IOWA: Cedar 2.2, Clinton 6.4, Des Moines 5.5, Henry 2.2, Jackson 2.5, Louisa 1.4, Muscatine 4.7, Scott 19.1. Tot. Hslds.: 328,100.

DAYTON, OHIO— IND.: Randolph 2.1, Wayne 5.2, OHIO: Auglaize 3.1, Champaign 2.5, Clark 10.6, Clinton 2.6, Darke 4.0, Greene 8.9, Logan 3.0, Mercer 2.6, Miami 6.5, Montgomery 43.1, Preble 2.8, Shelby 3.0. Tot. Hslds.: 515,200.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

DENVER, COLO.— Adams 10.2, Arapahoe 14.9, Boulder 8.3, Chaffee 0.5, Clear Creek 0.3, Denver 22.8, Douglas 1.3, Eagle 0.7, Elbert 0.3, Garfield 1.0, Gilpin 0.1, Grand 0.4, Gunnison 0.4, Hinsdale 0.0, Jackson 0.1, Jefferson 16.0, Kit Carson 0.3, Lake 0.3, Larimer 6.8, Lincoln 0.2, Moffat 0.5, Morgan 0.8, Park 0.3, Phillips 0.2, Pitkin 0.5, Prowers 0.5, Rio Blanco 0.2, Routt 0.6, Sedgwick 0.1, Summit 0.5, Teller 0.4, Washington 0.2, Weld 5.0, Yuma 0.4; NEB.: Box Butte 0.5, Cheyenne 0.4, Dawes 0.3, Deuel 0.1, Kimball 0.2, WYO.: Albany 1.2, Campbell 1.2, Carbon 0.7, Platte 0.4. Tot. Hslds.: 1,019,600.

DES MOINES, IOWA— Adair 1.0, Appanoose 1.6, Audubon 0.8, Boone 2.6, Calhoun 1.3, Carroll 2.2, Clarke 0.9, Dallas 3.2, Decatur 0.9, Franklin 1.4, Greene 1.2, Guthrie 1.2, Hamilton 1.8, Hardin 2.2, Humboldt 1.3, Jasper 3.7, Lucas 1.1, Madison 1.2, Mahaska 2.4, Marion 2.9, Marshall 4.2, Monroe 0.9, Polk 33.9, Poweshiek 1.9, Ringgold 0.6, Story 6.8, Union 1.4, Wapello 4.2, Warren 3.5, Wayne 0.9, Webster 4.5, Wright 1.7, MO.: Mercer 0.4. Tot. Hslds.: 377,900.

DETROIT, MICH.— Lapeer 1.4, Livingston 2.1, Macomb 14.5, Monroe 2.7, Oakland 22.3, St. Clair 2.9, Sanilac 0.9, Washtenaw 5.8, Wayne 47.5. Tot. Hslds.: 1,704,300.

DOTHAN, ALA.— Coffee 13.9, Dale 15.3, Geneva 8.6, Henry 5.4, Houston 29.2, FLA.: Holmes 5.8, Jackson 14.1, GA.: Early 4.5, Seminole 3.2. Tot. Hslds.: 104,400.

DULUTH-SUPERIOR, MINN.— MICH.: Gogebic 4.3, MINN.: Aitkin 3.1, Carlton 6.0, Cook 1.0, Itasca 9.4, Koochiching 3.5, Lake 2.5, St. Louis 46.0; WISC.: Ashland 3.7, Bayfield 3.2, Douglas 9.4, Iron 1.6, Sawyer 3.1, Washburn 3.2. Tot. Hslds.: 173,600.

EL CENTRO-YUMA, CALIF.— ARIZ.: Yuma 48.6, CALIF.: Imperial 51.4. Tot. Hslds.: 63,200.

EL PASO, TEX.— N.M.: Dona Ana 19.0, Luna 2.9, TEX.: Culberson 0.5, El Paso 77.2, Hudspeth 0.4. Tot. Hslds.: 214,800.

ELMIRA, N.Y.— Chemung 39.9, Steuben 43.0, PA.: Tioga 17.1. Tot. Hslds.: 86,000.

ERIE, PA.— Crawford 21.2, Erie 67.3, Warren 11.5. Tot. Hslds.: 152,700.

EUGENE, ORE.— Coos 14.3, Douglas 21.7, Lane 64.0. Tot. Hslds.: 162,900.

EUREKA, CALIF.— Del Norte 14.1, Humboldt 85.9. Tot. Hslds.: 53,100.

EVANSVILLE, IND.— ILL.: Edwards 1.4, Wabash 2.1, Wayne 2.9, White 2.8, IND.: Dubois 4.8, Gibson 4.9, Perry 2.5, Pike 2.0, Posey 3.6, Spencer 2.6, Vanderburgh 25.0, Warrick 6.1, KY.: Daviess 12.3, Hancock 1.1, Henderson 6.1, Hopkins 6.7, McLean 1.3, Muhlenberg 4.4, Ohio 3.1, Union 2.2, Webster 2.1. Tot. Hslds.: 264,300.

FARGO, N.D.— MINN.: Becker 5.0, Clay 7.9, Clearwater 1.5, Kittson 1.1, Lake of the Woods 0.7, Mahnomen 0.8, Marshall 2.1, Norman 1.5, Otter Tail 9.2, Pennington 2.6, Polk 5.8, Red Lake 0.8, Roseau 2.2, Wilkin 1.3, N.D.: Barnes 2.3, Benson 1.2, Cass 17.6, Cavalier 1.2, Dickey 1.2, Eddy 0.6, Foster 0.7, Grand Forks 11.1, Griggs 0.6, La Moure 1.1, Nelson 0.9, Pembina 1.7, Ramsey 2.3, Ransom 1.1, Richland 3.2, Sargent 0.9, Steele 0.5, Stutsman 4.3, Towner 0.7, Traill 1.6, Walsh 2.6. Tot. Hslds.: 216,000.

FLAGSTAFF, ARIZ.— Coconino 100.0. Tot. Hslds.: 29,000.

FLINT-SAGINAW-BAY CITY, MICH.— Arenac 1.3, Bay 9.5, Clare 2.4, Genesee 36.8, Gladwin 2.0, Gratiot 3.2, Huron 3.1, Iosco 2.6, Isabella 4.0, Midland 6.1, Ogemaw 1.6, Saginaw 17.6, Shiawassee 5.5, Tuscola 4.4. Tot. Hslds.: 434,000.

FLORENCE, S.C.— N.C.: Scotland 7.3, S.C.: Darlington 14.4, Dillon 6.6, Florence 26.4, Horry 31.1, Marion 7.5, Marlboro 6.7. Tot. Hslds.: 159,200.

FT. MYERS-NAPLES, FLA.— Charlotte 17.6, Collier 23.7, Glades 1.2, Hendry 3.5, Lee 54.0. Tot. Hslds.: 218,100.

FT. SMITH, ARK.— Crawford 10.6, Franklin 4.2, Logan 5.4, Scott 2.8, Sebastian 27.9, Washington 28.4, OKLA.: Le Flore 11.9, Sequoyah 8.8. Tot. Hslds.: 140,800.

FT. WAYNE, IND.— Adams 4.6, Allen 47.9, De Kalb 5.3, Huntington 6.0, Jay 3.7, Noble 6.0, Steuben 4.5, Wabash 5.5, Wells 4.1, Whitley 4.2, OHIO: Paulding 3.3, Van Wert 5.2. Tot. Hslds.: 224,500.

FRESNO-VISALIA, CALIF.— Fresno 50.2, Kings 6.6, Madera 5.2, Mariposa 1.3, Merced 13.2, Tulare 22.6. Tot. Hslds.: 420,300.

GAINESVILLE, FLA.— Alachua 81.6, Dixie 3.9, Gilchrist 3.0, Levy 11.5. Tot. Hslds.: 82,600.

GLENDIVE, MONT.— Dawson 87.0, Prairie 13.0. Tot. Hslds.: 5,400.

GRAND JUNCTION, COLO.— Delta 13.9, La Plata 17.7, Mesa 50.5, Montrose 14.2, Ouray 1.0, San Juan 0.6, San Miguel 2.1. Tot. Hslds.: 67,100.

GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MICH.— Allegan 5.1, Barry 2.8, Branch 2.4, Calhoun 8.6, Ionia 2.9, Kalamazoo 13.5, Kent 29.1, Mecosta 2.0, Montcalm 3.0, Muskegon 9.4, Newaygo 2.3, Oceana 1.4, Ottawa 9.6, St. Joseph 3.6, Van Buren 4.2. Tot. Hslds.: 599,200.

GREAT FALLS, MONT.— Blaine 4.0, Cascade 45.7, Chouteau 3.3, Fergus 7.5, Glacier 5.5, Hill 10.1, Judith Basin 1.5, Liberty 1.6, Meagher 1.2, Phillips 3.3, Pondera 3.7, Teton 3.7, Toole 3.4, Valley 5.6. Tot. Hslds.: 67,600.

GREEN BAY, WISC.— MICH.: Delta 3.7, Dickinson 2.8, Menominee 2.6, Schoolcraft 0.8, WISC.: Brown 18.5, Calumet 3.1, Door 2.8, Fond du Lac 8.6, Green Lake 2.0, Kewaunee 1.8, Manitowoc 8.1, Marinette 4.2, Menominee 0.2, Oconto 3.1, Outagamie 13.0, Shawano 3.8, Waupaca 4.4, Waushara 2.2, Winnebago 14.1. Tot. Hslds.: 370,400.

GREENSBORO-WINSTON SALEM-HIGH POINT, N.C.— Alamance 7.8, Alleghany 0.8, Caswell 1.4, Davidson 9.1, Davie 2.0, Forsyth 20.6, Guilford 25.2, Montgomery 1.7, Randolph 7.5, Rockingham 6.5, Stokes 2.6, Surry 4.7, Wilkes 4.6, Yadkin 2.2, VA.: Galax city 0.6, Grayson 1.3, Patrick 1.3. Tot. Hslds.: 500,700.

GREENVILLE-NEW BERN-WASHINGTON, N.C.— Beaufort 6.9, Bertie 3.2, Carteret 8.4, Craven 12.3, Duplin 6.5, Edgecombe 8.7, Greene 2.3, Hyde 0.9, Jones 1.4, Lenoir 9.5, Martin 4.0, Onslow 15.5, Pamlico 1.7, Pitt 15.8, Tyrrell 0.6, Washington 2.2. Tot. Hslds.: 232,800.

GREENVILLE-SPARTANBURG-ASHEVILLE, S.C.— GA.: Elbert 1.1, Franklin 1.0, Hart 1.1, Stephens 1.3, N.C.: Buncombe 11.0, Haywood 3.1, Henderson 4.6, Jackson 1.5, McDowell 2.2, Macon 1.5, Madison 1.0, Mitchell 0.9, Polk 0.9, Rutherford 3.5, Swain 0.7, Transylvania 1.6, Yancey 0.9, S.C.: Abbeville 1.4, Anderson 8.9, Cherokee 2.5, Greenville 19.2, Greenwood 3.7, Laurens 3.0, Oconee 3.4, Pickens 5.0, Spartanburg 13.2, Union 1.8. Tot. Hslds.: 615,200.

GREENWOOD-GREENVILLE, MISS.— Bolivar 17.3, Carroll 4.1, Grenada 8.9, Humphreys 5.4, Leflore 16.4, Sunflower 12.8, Tallahatchie 6.5, Washington 28.5. Tot. Hslds.: 82,800.

HAGERSTOWN, MD.— Washington 100.0. Tot. Hslds.: 41,100.

HARRISBURG-YORK-LANCASTER-LEBANON, PA.— Adams 4.7, Cumberland 13.2, Dauphin 17.8, Juniata 1.4, Lancaster 26.2, Lebanon 7.7, Mifflin 3.3, Perry 2.7, York 23.0. Tot. Hslds.: 538,000.

HARRISONBURG, VA.— Harrisonburg city 26.7, Rockingham 54.0, W.VA.: Grant 10.6, Pendleton 8.8. Tot. Hslds.: 34,100.

HARTFORD-NEW HAVEN, CONN.— Hartford 35.7, Litchfield 7.0, Middlesex 5.9, New Haven 32.5, New London 10.2, Tolland 4.7, Windham 4.0. Tot. Hslds.: 874,200.

HELENA, MONT.— Lewis and Clark 100.0. Tot. Hslds.: 19,200.

HOUSTON, TEX.— Austin 0.5, Brazoria 4.6, Calhoun 0.5, Chambers 0.5, Colorado 0.5, Fort Bend 4.4, Galveston 5.5, Grimes 0.4, Harris 71.2, Jackson 0.3, Liberty 1.4, Matagorda 1.1, Montgomery 4.1, Polk 0.8, San Jacinto 0.4, Trinity 0.3, Walker 1.1, Waller 0.5, Washington 0.6, Wharton 1.1. Tot. Hslds.: 1,445,400.

HUNTSVILLE-DECATUR-FLORENCE, ALA.— Colbert 7.7, De Kalb 7.7, Franklin 4.1, Lauderdale 11.7, Lawrence 4.0, Limestone 6.5, Madison 30.9, Marshall 10.1, Morgan 13.4, TENN.: Lincoln 3.8. Tot. Hslds.: 271,900.

IDAHO FALLS-POCATELLO, IDA.— Bannock 23.8, Bingham 11.6, Bonneville 22.7, Butte 1.0, Cassia 6.3, Clark 0.3, Custer 2.0, Fremont 3.6, Jefferson 4.9, Lemhi 2.7, Madison 5.5, Minidoka 6.6, Power 2.6, Teton 0.9, WYO.: Lincoln 5.5. Tot. Hslds.: 101,200.

INDIANAPOLIS, IND.— Bartholomew 2.9, Benton 0.4, Blackford 0.7, Boone 1.7, Brown 0.6, Carroll 0.9, Cass 1.8, Clinton 1.4, Decatur 1.0, Delaware 5.4, Fountain 0.8, Grant 3.4, Hamilton 4.0, Hancock 1.9, Hendricks 3.0, Henry 2.3, Howard 3.9, Jennings 0.9, Johnson 3.5, Madison 5.9, Marion 36.7, Miami 1.7, Monroe 4.4, Montgomery 1.6, Morgan 2.3, Owen 0.8, Putnam 1.2, Rush 0.8, Shelby 1.7, Tipton 0.8, Warren 0.4, White 1.1. Tot. Hslds.: 821,100.

JACKSON, MISS.— Adams 4.7, Attala 2.4, Claiborne 1.3, Copiah 3.2, Franklin 1.1, Hinds 33.6, Holmes 2.6, Issaquena 0.3, Jefferson 1.0, Jefferson Davis 1.6, Lawrence 1.5, Leake 2.3, Lincoln 3.9, Madison 5.9, Pike 4.7, Rankin 9.7, Scott 3.2, Sharkey 0.8, Simpson 2.9, Smith 1.9, Walthall 1.6, Warren 6.5, Yazoo 3.2. Tot. Hslds.: 290,700.

JACKSON, TENN.— Carroll 17.3, Chester 7.7, Hardin 13.7, Henderson 14.2, Madison 47.1. Tot. Hslds.: 62,600.

JACKSONVILLE, FLA.— Baker 1.2, Bradford 1.7, Clay 6.8, Columbia 3.4, Duval 56.9, Hamilton 0.8, Nassau 3.3, Putnam 5.3, St. Johns 6.5, Suwannee 2.2, Union 0.5; GA.: Brantley 0.8, Camden 1.3, Charlton 0.6, Clinch 0.5, Glynn 5.2, Ware 3.0. Tot. Hslds.: 437,100.

JOHNSTOWN-ALTOONA, PA.— Bedford 6.1, Blair 17.9, Cambria 22.4, Cameron 0.9, Centre 13.7, Clearfield 10.7, Elk 4.8, Forest 0.7, Huntingdon 5.3, Jefferson 6.6, Somerset 10.7. Tot. Hslds.: 285,800.

JONESBORO, ARK.— Clay 11.3, Craighead 34.5, Greene 17.7, Lawrence 10.4, Randolph 9.4, Sharp 9.3, MO.: Ripley 7.4. Tot. Hslds.: 68,000.

JOPLIN-PITTSBURG, MO.— ARK.: Benton 19.5, KANS.: Allen 3.5, Bourbon 3.7, Cherokee 5.1, Crawford 8.8, Labette 5.5, Neosho 4.1, Wilson 2.7, Woodson 1.0, MO.: Barton 2.6, Jasper 19.5, McDonald 3.3, Newton 9.1, Vernon 4.3, OKLA.: Ottawa 7.4. Tot. Hslds.: 177,600.

KANSAS CITY, MO.— KANS.: Anderson 0.5, Atchison 0.9, Brown 0.7, Doniphan 0.5, Douglas 3.6, Franklin 1.2, Johnson 16.5, Leavenworth 2.6, Linn 0.5, Miami 1.2, Wyandotte 8.9, MO.: Andrew 0.7, Bates 0.8, Caldwell 0.4, Carroll 0.6, Cass 2.7, Clay 7.6, Clinton 0.8, Daviess 0.5, De Kalb 0.4, Gentry 0.4, Grundy 0.6, Henry 1.1, Jackson 34.4, Johnson 1.8, Lafayette 1.6, Linn 0.9, Livingston 0.8, Pettis 1.9, Platte 2.6, Ray 1.1, Saline 1.3. Tot. Hslds.: 725,600.

KNOXVILLE, TENN.— KY.: Bell 2.8, Harlan 3.4, Knox 2.6, McCreary 1.3, Wayne 1.5, Whitley 3.1, N.C.: Graham 0.6, TENN.: Anderson 6.4, Blount 7.5, Campbell 3.2, Claiborne 2.2, Cocke 2.7, Cumberland 2.8, Fentress 1.3, Grainger 1.5, Hamblen 4.9, Jefferson 2.9, Knox 30.9, Loudon 2.8, Monroe 2.6, Morgan 1.3, Roane 4.4, Scott 1.7, Sevier 4.4, Union 1.1. Tot. Hslds.: 422,400.

LA CROSSE-EAU CLAIRE, WISC.— MINN.: Houston 4.0, Winona 10.2; WISC.: Buffalo 3.4, Chippewa 11.8, Eau Claire 19.8, Jackson 4.0, La Crosse 22.4, Monroe 8.3, Rusk 3.7, Trempealeau 6.1, Vernon 6.3. Tot. Hslds.: 157,900.

LAFAYETTE, IND.— Tippecanoe 100.0. Tot. Hslds.: 42,900.

LAFAYETTE, LA.— Acadia 10.2, Allen 3.8, Evangeline 6.2, Iberia 11.2, Jefferson Davis 5.6, Lafayette 31.2, St. Landry 15.2, St. Martin 7.4, Vermilion 9.3. Tot. Hslds.: 198,000.

LAKE CHARLES, LA.— Beauregard 14.6, Calcasieu 80.9, Cameron 4.4. Tot. Hslds.: 76,600.

LANSING, MICH.— Clinton 8.6, Eaton 15.6, Hillsdale 6.8, Ingham 45.6, Jackson 23.5. Tot. Hslds.: 218,200.

LAREDO, TEX.— Webb 92.4, Zapata 7.6. Tot. Hslds.: 34,400.

LAS VEGAS, NEV.— Clark 98.0, Lincoln 0.6, Nye (southern portion) 1.4. Tot. Hslds.: 233,400.

LAUREL-HATTIESBURG, MISS.— Covington 6.5, Forrest 28.6, Jasper 6.8, Jones 25.6, Lamar 10.6, Marion 10.3, Perry 3.9, Wayne 7.6. Tot. Hslds.: 89,400.

LEXINGTON, KY.— Anderson 1.4, Bath 1.1, Bourbon 2.1, Boyle 2.9, Breathitt 1.6, Casey 1.7, Clark 3.3, Clay 2.3, Estill 1.6, Fayette 25.0, Fleming 1.4, Franklin 5.2, Garrard 1.2, Harrison 1.7, Jackson 1.3, Jessamine 3.0, Knott 1.8, Laurel 4.5, Lee 0.9, Leslie 1.5, Lincoln 2.1, Madison 5.5, Menifee 0.5, Mercer 2.2, Montgomery 2.3, Nicholas 0.8, Owsley 0.5, Perry 3.6, Powell 1.2, Pulaski 5.5, Rockcastle 1.6, Rowan 1.9, Russell 1.7, Scott 2.4, Wolfe 0.7, Woodford 2.0. Tot. Hslds.: 331,100.

LIMA, OHIO— Allen 100.0. Tot. Hslds.: 40,800.

LINCOLN-HASTINGS-KEARNEY, NEB.— KANS.: Cloud 1.8, Jewell 0.8, Phillips 1.1, Republic 1.1, Smith 0.9, Washington 1.2, NEB.: Adams 4.7, Boone 1.0, Brown 0.7, Buffalo 5.3, Chase 0.7, Clay 1.2, Custer 2.0, Dawson 3.4, Fillmore 1.2, Franklin 0.7, Frontier 0.5, Furnas 1.0, Gage 3.5, Garfield 0.4, Gosper 0.3, Greeley 0.5, Hall 7.4, Hamilton 1.3, Harlan 0.7, Hayes 0.2, Holt 2.0, Howard 0.9, Jefferson 1.4, Kearney 1.0, Lancaster 31.2, Loup 0.1, Merrick 1.2, Nance 0.7, Nuckolls 1.0, Perkins 0.6, Phelps 1.4, Platte 4.2, Polk 0.9, Red Willow 1.9, Rock 0.3, Saline 1.9, Sherman 0.6, Thayer 1.1, Valley 0.9, Webster 0.7, Wheeler 0.2, York 2.2. Tot. Hslds.: 258,500.

LITTLE ROCK, ARK.— Arkansas 1.9, Bradley 1.1, Calhoun 0.5, Chicot 1.3, Clark 1.8, Cleburne 1.7, Cleveland 0.6, Conway 1.5, Dallas 0.9, Desha 1.4, Drew 1.4, Faulkner 4.1, Garland 6.9, Grant 1.1, Hot Spring 2.3, Independence 2.6, Jackson 1.7, Jefferson 6.7, Johnson 1.5, Lincoln 0.8, Lonoke 2.9, Monroe 1.0, Montgomery 0.7, Nevada 0.8, Ouachita 2.7, Perry 0.6, Pike 0.9, Polk 1.4, Pope 3.5, Prairie 0.8, Pulaski 29.1, Saline 4.3, Searcy 0.8, Stone 0.8, Van Buren 1.3, White 4.2, Woodruff 0.8, Yell 1.5. Tot. Hslds.: 459,400.

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

LOS ANGELES, CALIF.— Inyo 0.2, Kern (eastern portion) 0.6, Los Angeles 64.6, Orange 16.4, Riverside (western portion) 5.4, San Bernardino 8.5, Ventura 4.3. Tot. Hslds.: 4,714,000.

LOUISVILLE, KY.— IND.: Clark 6.3, Crawford 0.7, Floyd 4.4, Harrison 2.0, Jackson 2.6, Jefferson 2.0, Lawrence 3.2, Orange 1.4, Scott 1.4, Washington 1.6, KY.: Breckinridge 1.2, Bullitt 2.9, Grayson 1.6, Green 0.8, Hardin 5.2, Henry 0.9, Jefferson 49.9, Larue 0.9, Marion 1.1, Meade 1.5, Nelson 1.9, Oldham 1.9, Shelby 1.7, Spencer 0.4, Taylor 1.6, Trimble 0.4, Washington 0.6. Tot. Hslds.: 517,000.

LUBBOCK, TEX.— Bailey 2.0, Borden 0.2, Cochran 1.2, Crosby 2.0, Dawson 4.0, Dickens 0.9, Floyd 2.3, Garza 1.3, Hale 9.1, Hockley 6.1, Kent 0.3, King 0.1, Lamb 4.5, Lubbock 57.2, Lynn 1.9, Motley 0.6, Terry 3.8, Yoakum 2.5. Tot. Hslds.: 136,900.

MACON, GA.— Baldwin 7.6, Bibb 36.2, Bleckley 2.3, Crawford 1.6, Dodge 3.8, Dooly 2.4, Houston 18.8, Jones 4.3, Laurens 8.8, Peach 4.7, Pulaski 2.0, Twiggs 2.2, Wheeler 1.2, Wilcox 1.7, Wilkinson 2.4. Tot. Hslds.: 156,500.

MADISON, WISC.— Columbia 8.2, Dane 62.5, Green 5.6, Iowa 3.5, Juneau 3.9, Lafayette 2.9, Marquette 2.5, Richland 3.0, Sauk 8.0. Tot. Hslds.: 217,200.

MANKATO, MINN.— IOWA: Emmet 21.2, MINN.: Blue Earth 78.8. Tot. Hslds.: 23,600.

MARQUETTE, MICH.— Alger 5.8, Baraga 5.4, Houghton 23.7, Iron 10.1, Keweenaw 1.3, Marquette 45.0, Ontonagon 6.3, WISC.: Florence 2.5. Tot. Hslds.: 55,600.

MCALLEN-BROWNSVILLE, TEX.— Cameron 38.9, Hidalgo 53.4, Starr 5.0, Willacy 2.7. Tot. Hslds.: 184,400.

MEDFORD, ORE.— CALIF.: Siskiyou 13.2, ORE.: Curry 5.4, Jackson 41.0, Josephine 21.1, Klamath 17.0, Lake 2.3. Tot. Hslds.: 129,900.

MEMPHIS, TENN.— ARK.: Crittenden 2.8, Cross 1.2, Lee 0.9, Mississippi 3.3, Phillips 1.9, Poinsett 1.6, St. Francis 1.7, MISS.: Alcorn 2.2, Benton 0.5, Coahoma 2.1, De Soto 3.6, Lafayette 2.0, Marshall 1.7, Panola 1.7, Quitman 0.7, Tate 1.2, Tippah 1.2, Tunica 0.5, Union 1.5, Yalobusha 0.8, MO.: Pemiscot 1.5, TENN.: Crockett 0.9, Dyer 2.3, Fayette 1.4, Gibson 3.2, Hardeman 1.4, Haywood 1.2, Lauderdale 1.6, McNairy 1.6, Shelby 49.9, Tipton 2.1. Tot. Hslds.: 586,200.

MERIDIAN, MISS.— ALA.: Choctaw 8.6, Sumter 8.0, MISS.: Clarke 9.4, Kemper 5.2, Lauderdale 44.3, Neshoba 13.4, Newton 11.1. Tot. Hslds.: 67,300.

MIAMI, FLA.— Broward 41.3, Dade 56.0, Monroe 2.7. Tot. Hslds.: 1,200,200.

MILWAUKEE, WISC.— Dodge 3.8, Jefferson 3.4, Milwaukee 53.0, Ozaukee 3.5, Racine 8.9, Sheboygan 5.3, Walworth 3.8, Washington 4.3, Waukesha 13.9. Tot. Hslds.: 706,700.

MINNEAPOLIS-ST. PAUL, MINN.— Anoka 5.9, Benton 0.8, Big Stone 0.2, Brown 0.8, Carver 1.1, Chippewa 0.5, Chisago 0.8, Cottonwood 0.4, Crow Wing 1.4, Dakota 6.5, Goodhue 1.2, Hennepin 33.0, Isanti 0.7, Jackson 0.4, Kanabec 0.4, Kandiyohi 1.1, Lac qui Parle 0.3, Le Sueur 0.7, Lyon 0.7, McLeod 0.9, Martin 0.8, Meeker 0.6, Mille Lacs 0.6, Morrison 0.8, Nicollet 0.8, Pine 0.6, Ramsey 15.0, Redwood 0.5, Renville 0.6, Rice 1.3, Scott 1.4, Sherburne 0.9, Sibley 0.4, Stearns 2.9, Steele 0.9, Stevens 0.3, Swift 0.4, Wabasha 0.6, Waseca 0.6, Washington 3.4, Watonwan 0.4, Wright 1.7, Yellow Medicine 0.4, WISC.: Barron 1.3, Burnett 0.4, Dunn 1.0, Pepin 0.2, Pierce 0.9, Polk 1.1, St. Croix 1.3. Tot. Hslds.: 1,236,000.

MINOT-BISMARCK-DICKINSON, N.D.— MONT.: Daniels 0.7, McCone 0.6, Richland 3.4, Roosevelt 2.6, Sheridan 1.4, Wibaux 0.3, N.D.: Adams 0.9, Billings 0.3, Bottineau 2.2, Bowman 1.1, Burke 1.0, Burleigh 15.9, Divide 0.8, Dunn 1.1, Emmons 1.4, Golden Valley 0.6, Grant 1.0, Hettinger 1.0, Kidder 1.0, Logan 0.8, McHenry 1.9, McIntosh 1.3, McKenzie 1.9, McLean 3.2, Mercer 3.5, Morton 6.7, Mountrail 2.0, Oliver 0.6, Pierce 1.4, Renville 0.9, Rolette 2.6, Sheridan 0.7, Sioux 0.6, Slope 0.3, Stark 6.1, Ward 14.8, Wells 1.9, Williams 7.0, S.D.: Campbell 0.6, Corson 1.0, Dewey 1.0, Walworth 1.9. Tot. Hslds.: 145,000.

MISSOULA, MONT.— Flathead 30.3, Granite 1.5, Lake 10.7, Mineral 2.1, Missoula 41.7, Ravalli 13.6. Tot. Hslds.: 75,500.

MOBILE-PENSACOLA, ALA.— Baldwin 7.7, Clarke 2.2, Escambia 2.9, Mobile 31.4, Monroe 1.8, Washington 1.3, FLA.: Escambia 23.3, Okaloosa 11.9, Santa Rosa 5.5, MISS.: George 1.2, Greene 0.8, Jackson 10.0. Tot. Hslds.: 435,800.

MONROE-EL DORADO, LA.— ARK.: Ashley 5.0, Union 10.0, LA.: Caldwell 2.5, Catahoula 2.4, Concordia 4.4, East Carroll 2.0, Franklin 4.6, Jackson 3.7, La Salle 3.5, Lincoln 7.5, Madison 3.1, Morehouse 7.0, Ouachita 27.9, Richland 4.2, Tensas 1.6, Union 4.4, West Carroll 2.6, Winn 3.4. Tot. Hslds.: 184,300.

MONTGOMERY-SELMA, ALA.— Autauga 5.6, Bullock 1.7, Butler 3.5, Conecuh 2.5, Covington 6.6, Crenshaw 2.4, Dallas 8.5, Elmore 7.5, Lowndes 1.8, Macon 3.9, Marengo 3.9, Montgomery 36.3, Perry 2.3, Pike 4.7, Tallapoosa 6.7, Wilcox 2.1. Tot. Hslds.: 218,700.

NASHVILLE, TENN.— KY.: Allen 0.8, Barren 1.9, Butler 0.6, Christian 3.0, Clinton 0.5, Cumberland 0.4, Edmonson 0.5, Logan 1.4, Monroe 0.7, Simpson 0.8, Todd 0.6, Trigg 0.5, TENN.: Bedford 1.6, Benton 0.9, Cannon 0.6, Cheatham 1.3, Clay 0.5, Coffee 2.3, Davidson 28.7, Decatur 0.7, De Kalb 0.8, Dickson 1.8, Franklin 1.7, Giles 1.4, Henry 1.7, Hickman 0.8, Houston 0.3, Humphreys 0.9, Jackson 0.5, Lawrence 1.9, Lewis 0.5, Macon 0.9, Marshall 1.2, Maury 3.0, Montgomery 4.6, Moore 0.2, Overton 1.0, Perry 0.4, Pickett 0.2, Putnam 2.8, Robertson 2.1, Rutherford 5.3, Smith 0.8, Stewart 0.5, Sumner 4.9, Trousdale 0.4, Van Buren 0.2, Warren 1.9, Wayne 0.8, White 1.1, Williamson 3.6, Wilson 3.4. Tot. Hslds.: 681,900.

NEW ORLEANS, LA.— Jefferson 27.1, Lafourche 4.5, Orleans 33.8, Plaquemines 1.3, St. Bernard 3.7, St. Charles 2.2, St. James 1.0, St. John the Baptist 2.0, St. Tammany 8.0, Tangipahoa 4.9, Terrebonne 5.2, Washington 2.6, MISS.: Hancock 1.7, Pearl River 2.1. Tot. Hslds.: 643,600.

NEW YORK, N.Y.— CONN.: Fairfield 4.3, N.J.: Bergen 4.6, Essex 4.5, Hudson 3.1, Hunterdon 0.5, Middlesex 3.2, Monmouth 2.9, Morris 2.1, Ocean 2.3, Passaic 2.4, Somerset 1.1, Sussex 0.6, Union 2.7, N.Y.: Bronx 6.5, Dutchess 1.3, Kings 12.8, Nassau 6.4, New York (Manhattan) 10.9, Orange 1.4, Putnam 0.4, Queens 10.8, Richmond 1.8, Rockland 1.2, Suffolk 6.1, Sullivan 0.4, Ulster 0.9, Westchester 4.6, PA.: Pike 0.1. Tot. Hslds.: 6,923,900.

NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON, VA.— N.C.: Camden 0.4, Chowan 0.9, Currituck 0.9, Dare 1.4, Gates 0.6, Hertford 1.5, Northampton 1.4, Pasquotank 2.1, Perquimans 0.7, VA.: Accomack 2.1, Chesapeake city 8.2, Franklin city 0.5, Gloucester 1.8, Hampton city 8.1, Isle of Wight 1.5, James City 1.7, Mathews 0.7, Middlesex 0.6, Newport News city 10.5, Norfolk city 17.6, Northampton 1.0, Poquoson city 0.6, Portsmouth city 7.3, Southampton 1.0, Suffolk city 3.2, Surry 0.4, Virginia Beach city 20.3, Williamsburg city 0.6, York 2.4. Tot. Hslds.: 540,600.

NORTH PLATTE, NEB.— Arthur 1.1, Blaine 1.6, Hooker 2.2, Keith 20.0, Lincoln 69.7, Logan 2.2, McPherson 1.1, Thomas 2.2. Tot. Hslds.: 18,500.

ODESSA-MIDLAND, TEX.— N.M.: Lea (southern portion) 1.7, TEX.: Andrews 3.6, Brewster 2.0, Crane 1.1, Ector 33.4, Gaines 3.2, Glasscock 0.3, Howard 8.8, Jeff Davis 0.4, Loving 0.1, Martin 1.1, Midland 28.2, Pecos 3.3, Presidio 1.2, Reagan 1.0, Reeves 3.2, Terrell 0.4, Upton 1.1, Ward 3.4, Winkler 2.4. Tot. Hslds.: 148,700.

OKLAHOMA CITY, OKLA.— Alfalfa 0.4, Beckham 1.5, Blaine 0.8, Caddo 2.0, Canadian 4.1, Cleveland 9.6, Custer 2.0, Dewey 0.4, Ellis 0.4, Garfield 4.2, Garvin 1.9, Grady 2.7, Grant 0.4, Greer 0.5, Harmon 0.3, Harper 0.3, Hughes 0.9, Kay 3.4, Kingfisher 0.9, Kiowa 0.9, Lincoln 2.0, Logan 1.8, McClain 1.5, Major 0.5, Murray 0.8, Noble 0.8, Okfuskee 0.7, Oklahoma 41.2, Payne 4.1, Pottawatomie 3.9, Roger Mills 0.3, Seminole 1.8, Washita 0.9, Woods 0.7, Woodward 1.3. Tot. Hslds.: 611,800.

OMAHA, NEB.— IOWA: Adams 0.6, Cass 1.9, Crawford 2.0, Fremont 1.1, Harrison 1.7, Mills 1.3, Montgomery 1.6, Page 2.1, Pottawattamie 9.4, Shelby 1.6, Taylor 0.9, MO.: Atchison 0.9, NEB.: Burt 1.0, Butler 1.0, Cass 2.3, Colfax 1.1, Cuming 1.2, Dodge 3.9, Douglas 45.5, Johnson 0.6, Nemaha 0.9, Otoe 1.7, Pawnee 0.4, Richardson 1.3, Sarpy 8.9, Saunders 2.0, Seward 1.6, Washington 1.6. Tot. Hslds.: 352,000.

ORLANDO-DAYTONA BEACH-MELBOURNE, FLA.— Brevard 19.0, Flagler 1.0, Lake 7.2, Marion 8.9, Orange 28.6, Osceola 4.3, Seminole 11.7, Sumter 1.5, Volusia 18.0. Tot. Hslds.: 763,500.

OTTUMWA-KIRKSVILLE, IOWA— Davis 11.3, Jefferson 22.0, Van Buren 11.0, MO.: Adair 31.6, Putnam 7.2, Schuyler 6.9, Sullivan 10.0. Tot. Hslds.: 29,100.

PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION, KY.— ILL.: Alexander 1.4, Franklin 5.3, Gallatin 0.9, Hamilton 1.2, Hardin 0.6, Jackson 7.1, Johnson 1.2, Massac 1.8, Pope 0.5, Pulaski 1.0, Saline 3.6, Union 2.3, Williamson 7.4, KY.: Ballard 0.9, Caldwell 1.5, Calloway 3.5, Carlisle 0.6, Crittenden 1.0, Fulton 0.9, Graves 3.9, Hickman 0.6, Livingston 1.1, Lyon 0.7, McCracken 7.2, Marshall 3.1, MO.: Bollinger 1.2, Butler 4.4, Cape Girardeau 6.7, Carter 0.6, Dunklin 3.9, Mississippi 1.6, New Madrid 2.3, Perry 1.8, Reynolds 0.8, Scott 4.4, Stoddard 3.3, Wayne 1.4, TENN.: Lake 0.8, Obion 3.9, Weakley 3.6. Tot. Hslds.: 337,200.

PALM SPRINGS, CALIF.— Riverside (central portion) 100.0. Tot. Hslds.: 61,300.

PANAMA CITY, FLA.— Bay 61.4, Calhoun 4.6, Franklin 4.0, Gulf 5.2, Liberty 2.0, Walton 14.3, Washington 8.5. Tot. Hslds.: 74,300.

PARKERSBURG, W.VA.— Wood 100.0. Tot. Hslds.: 35,800.

PEORIA, ILL.— Fulton 7.3, McLean 21.4, Marshall 2.4, Mason 3.3, Peoria 34.9, Putnam 1.1, Stark 1.3, Tazewell 22.7, Woodford 5.5. Tot. Hslds.: 214,000.

PHILADELPHIA, PA.— DEL.: Kent 1.4, New Castle 5.6, N.J.: Atlantic 3.0, Burlington 5.0, Camden 6.7, Cape May 1.5, Cumberland 1.8, Gloucester 2.8, Mercer 4.3, Salem 0.9, Warren 1.2, PA.: Berks 4.7, Bucks 6.8, Chester 4.5, Delaware 7.7, Lehigh 4.2, Monroe 1.2, Montgomery 9.3, Northampton 3.3, Philadelphia 23.9. Tot. Hslds.: 2,655,400.

PHOENIX, ARIZ.— Apache (southern portion) 0.3, Gila 1.6, Graham 0.8, Greenlee 0.4, La Paz 0.6, Maricopa 81.5, Mohave 3.4, Navajo 2.4, Pinal 3.9, Yavapai 4.2, CALIF.: Riverside (eastern portion) 0.8. Tot. Hslds.: 918,600.

PITTSBURGH, PA.— MD.: Garrett 0.8, PA.: Allegheny 45.6, Armstrong 2.5, Beaver 5.9, Butler 4.5, Clarion 1.2, Fayette 5.0, Greene 1.3, Indiana 2.7, Lawrence 3.2, Venango 2.0, Washington 6.7, Westmoreland 12.0, W.VA.: Hancock 1.2, Marion 2.1, Monongalia 2.4, Preston 0.9. Tot. Hslds.: 1,206,800.

PORTLAND, ORE.— Benton 2.9, Clackamas 11.2, Clatsop 1.6, Columbia 1.6, Crook 0.6, Gilliam 0.1, Harney 0.4, Hood River 0.8, Jefferson 0.6, Lincoln 1.9, Linn 4.1, Marion 9.8, Multnomah 29.1, Polk 2.1, Sherman 0.1, Tillamook 1.0, Union 1.1, Wasco 1.0, Washington 12.9, Wheeler 0.1, Yamhill 2.5, WASH.: Clark 9.7, Cowlitz 3.7, Klickitat 0.8, Skamania 0.4, Wahkiakum 0.2. Tot. Hslds.: 820,300.

PORTLAND-POLAND SPRING, MAINE— Androscoggin 10.3, Cumberland 24.1, Franklin 3.0, Kennebec 11.7, Knox 3.7, Lincoln 3.0, Oxford 5.2, Sagadahoc 3.3, York 16.4, N.H.: Belknap 4.9, Carroll 3.7, Coos 3.6, Grafton 7.0. Tot. Hslds.: 363,600.

PRESQUE ISLE, MAINE— Aroostook 100.0. Tot. Hslds.: 29,800.

PROVIDENCE-NEW BEDFORD, R.I.— MASS.: Bristol 33.1, Dukes 0.9, R.I.: Bristol 2.9, Kent 10.7, Newport 5.6, Providence 40.1, Washington 6.6. Tot. Hslds.: 544,200.

QUINCY-HANNIBAL, ILL.— Adams 21.8, Brown 1.7, Cass 4.4, Hancock 7.5, McDonough 10.3, Pike 6.0, Schuyler 2.5, Scott 1.9, IOWA: Lee 13.3, MO.: Clark 2.4, Knox 1.7, Lewis 3.1, Macon 5.1, Marion 8.6, Monroe 2.8, Ralls 2.7, Scotland 1.7, Shelby 2.4. Tot. Hslds.: 124,100.

RALEIGH-DURHAM, N.C.— Chatham 2.2, Cumberland 13.7, Durham 10.3, Franklin 1.9, Granville 2.0, Halifax 3.2, Harnett 3.7, Hoke 1.1, Johnston 4.8, Lee 2.5, Moore 3.6, Nash 4.3, Orange 5.2, Person 1.8, Sampson 3.0, Vance 2.2, Wake 22.4, Warren 0.9, Wayne 5.8, Wilson 3.8, VA.: Mecklenburg 1.7. Tot. Hslds.: 617,800.

RAPID CITY, S.D.— MONT.: Carter 0.7, NEB.: Garden 1.2, Grant 0.4, Sheridan 3.5, Sioux 0.8, S.D.: Bennett 1.2, Butte 3.9, Custer 3.2, Fall River 3.9, Haakon 1.2, Harding 0.7, Jackson 1.4, Lawrence 9.3, Meade 9.3, Pennington 34.8, Perkins 2.1, Shannon 3.0, Ziebach 0.7, WYO.: Crook 2.7, Sheridan 12.4, Weston 3.3. Tot. Hslds.: 83,800.

RENO, NEV.— CALIF.: Alpine 0.2, El Dorado (eastern portion) 7.8, Lassen 4.7, Placer (eastern portion) 2.2, NEV.: Carson City 8.8, Churchill 3.6, Douglas 5.6, Esmeralda 0.2, Humboldt 2.4, Lander 1.1, Lyon 4.0, Mineral 1.5, Nye (northern portion) 1.6, Pershing 0.9, Storey 0.3, Washoe 55.1. Tot. Hslds.: 173,900.

RICHMOND, VA.— Amelia 0.6, Augusta 4.4, Brunswick 1.2, Buckingham 0.9, Caroline 1.5, Charles City 0.5, Chesterfield 13.2, Colonial Heights city 1.4, Cumberland 0.7, Dinwiddie 1.5, Emporia city 0.5, Essex 0.7, Fluvanna 1.0, Goochland 1.0, Greene 0.7, Greensville 0.7, Hanover 4.4, Henrico 18.0, Hopewell city 2.1, King and Queen 0.5, King William 0.8, Lancaster 1.0, Louisa 1.6, Lunenburg 1.0, Madison 0.9, Nelson 1.0, New Kent 0.9, Northumberland 1.0, Nottoway 1.3, Orange 1.7, Petersburg city 3.7, Powhatan 0.9, Prince Edward 1.2, Prince George 1.5, Richmond 0.6, Richmond city 21.0, Staunton city 1.9, Sussex 0.8, Waynesboro city 1.7. Tot. Hslds.: 419,700.

ROANOKE-LYNCHBURG, VA.— Alleghany 1.3, Amherst 2.8, Appomattox 1.3, Bath 0.6, Bedford 3.7, Bedford city 0.7, Botetourt 2.5, Buena Vista city 0.7, Campbell 4.5, Carroll 2.8, Charlotte 1.1, Clifton Forge city 0.5, Covington city 0.9, Craig 0.4, Danville city 5.0, Floyd 1.3, Franklin 3.6, Giles 1.8, Halifax 2.7, Henry 5.9, Highland 0.3, Lexington city 0.6, Lynchburg city 7.3, Martinsville city 2.0, Montgomery 6.4, Pittsylvania 6.6, Pulaski 3.7, Radford city

ALPHABETICAL LISTING OF S&MM TV MARKETS

With each county's % share of total households in ADI

(Details may not add up to 100% because of rounding.)

1.1, Roanoke 7.2, Roanoke city 12.2, Rockbridge 1.7, Salem city 2.6, South Boston city 0.8, Wythe 2.7; W.VA.: Pocahontas 1.1. Tot. Hslds.: 350,100.

ROCHESTER, N.Y.— Livingston 5.7, Monroe 76.1, Ontario 9.4, Wayne 8.8. Tot. Hslds.: 351,100.

ROCHESTER-MASON CITY-AUSTIN, MINN.— IOWA: Cerro Gordo 13.8, Floyd 5.0, Hancock 3.9, Howard 2.8, Kossuth 5.6, Mitchell 3.1, Winnebago 3.6, Worth 2.4; MINN.: Dodge 3.8, Faribault 5.1, Fillmore 5.5, Freeborn 9.5, Mower 10.6, Olmsted 25.2. Tot. Hslds.: 143,900.

ROCKFORD, ILL.— Boone 5.6, Ogle 9.0, Stephenson 9.9, Winnebago 48.9; WISC.: Rock 26.6. Tot. Hslds.: 194,200.

ROSWELL, N.M.— Chaves 51.1, Lea (northern portion) 48.9. Tot. Hslds.: 41,300.

SACRAMENTO-STOCKTON, CALIF.— Amador 1.1, Calaveras 1.2, Colusa 0.6, El Dorado (western portion) 3.1, Mono 0.4, Nevada 2.9, Placer (western portion) 5.4, Plumas 0.9, Sacramento 38.7, San Joaquin 16.6, Sierra 0.2, Solano (eastern portion) 6.1, Stanislaus 11.7, Sutter 2.3, Tuolumne 1.7, Yolo 5.0, Yuba 2.1. Tot. Hslds.: 940,500.

ST. JOSEPH, MO.— Buchanan 67.4, Harrison 8.8, Holt 5.6, Nodaway 15.9, Worth 2.3. Tot. Hslds.: 47,800.

ST. LOUIS, MO.— ILL.: Bond 0.6, Calhoun 0.2, Clinton 1.1, Fayette 0.8, Greene 0.6, Jefferson 1.5, Jersey 0.7, Macoupin 1.8, Madison 8.6, Marion 1.6, Monroe 0.7, Montgomery 1.1, Perry 0.8, Randolph 1.2, St. Clair 8.7, Washington 0.5; MO.: Crawford 0.7, Franklin 2.4, Gasconade 0.5, Iron 0.4, Jefferson 4.9, Lincoln 0.8, Madison 0.4, Montgomery 0.4, Phelps 1.1, Pike 0.5, St. Charles 5.4, Ste. Genevieve 0.5, St. Francois 1.5, St. Louis 33.3, St. Louis city 15.7, Warren 0.6, Washington 0.6. Tot. Hslds.: 1,091,700.

SALINAS-MONTEREY, CALIF.— Monterey 53.7, San Benito 5.1, Santa Cruz 41.2. Tot. Hslds.: 206,700.

SALISBURY, MD.— DEL.: Sussex 46.5; MD.: Somerset 7.8, Wicomico 29.5, Worcester 16.2. Tot. Hslds.: 87,700.

SALT LAKE CITY, UTAH— COLO.: Dolores 0.1; IDA.: Bear Lake 0.4, Caribou 0.5, Franklin 0.5, Oneida 0.2; MONT.: Fallon 0.2; NEV.: Elko 1.5, Eureka 0.1, White Pine 0.5; UTAH: Beaver 0.3, Box Elder 1.9, Cache 3.4, Carbon 1.4, Daggett 0.0, Davis 8.6, Duchesne 0.7, Emery 0.6, Garfield 0.2, Grand 0.5, Iron 1.1, Juab 0.3, Kane 0.3, Millard 0.7, Morgan 0.3, Piute 0.1, Rich 0.1, Salt Lake 39.6, San Juan 0.5, Sanpete 0.9, Sevier 0.9, Summit 0.8, Tooele 1.5, Uintah 1.3, Utah 11.6, Wasatch 0.5, Washington 1.9, Wayne 0.1, Weber 9.3; WYO.: Big Horn 0.8, Sublette 0.3, Sweetwater 2.8, Teton 0.8, Uinta 1.3, Washakie 0.6. Tot. Hslds.: 591,700.

SAN ANGELO, TEX.— Concho 2.3, Crockett 3.3, Irion 1.0, Kimble 3.3, McCulloch 7.4, Menard 1.9, Schleicher 2.1, Sterling 0.8, Sutton 3.7, Tom Green 74.2. Tot. Hslds.: 48,500.

SAN ANTONIO, TEX.— Atascosa 1.8, Bandera 0.7, Bexar 70.7, Comal 3.2, De Witt 1.3, Dimmit 0.6, Edwards 0.1, Frio 0.8, Goliad 0.3, Gonzales 1.2, Guadalupe 3.7, Karnes 0.8, Kendall 0.9, Kerr 2.7, Kinney 0.1, La Salle 0.3, Lavaca 1.4, McMullen 0.1, Maverick 1.8, Medina 1.6, Real 0.2, Uvalde 1.4, Val Verde 2.3, Wilson 1.2, Zavala 0.6. Tot. Hslds.: 544,800.

SAN DIEGO, CALIF.— San Diego 100.0. Tot. Hslds.: 808,800.

SAN FRANCISCO, CALIF.— Alameda 21.9, Contra Costa 12.6, Lake 1.0, Marin 4.3, Mendocino 1.3, Napa 1.9, San Francisco 15.2, San Mateo 11.1, Santa Clara 22.6, Solano (western portion) 1.8, Sonoma 6.3. Tot. Hslds.: 2,183,800.

SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO, CALIF.— San Luis Obispo 36.2, Santa Barbara 63.8. Tot. Hslds.: 200,100.

SAVANNAH, GA.— Appling 2.6, Bacon 1.6, Bryan 2.0, Bulloch 5.7, Candler 1.2, Chatham 36.4, Effingham 3.6, Evans 1.4, Jeff Davis 2.0, Liberty 5.7, Long 0.8, McIntosh 1.3, Montgomery 1.1, Pierce 2.0, Screven 2.5, Tattnall 2.9, Toombs 4.1, Treutlen 1.0, Wayne 3.3; S.C.: Beaufort 13.0, Hampton 3.1, Jasper 2.5. Tot. Hslds.: 216,100.

SEATTLE-TACOMA, WASH.— Chelan 1.6, Clallam 1.7, Grays Harbor 2.0, Island 1.5, Jefferson 0.6, King 44.9, Kitsap 5.1, Kittitas (western portion) 0.2, Lewis 1.8, Mason 1.1, Pacific 0.6, Pierce 16.3, San Juan 0.3, Skagit 2.2, Snohomish 11.7, Thurston 4.6, Whatcom 3.6. Tot. Hslds.: 1,246,100.

SHREVEPORT-TEXARKANA, LA.— ARK.: Columbia 2.4, Hempstead 2.1, Howard 1.2, Lafayette 0.9, Little River 1.2, Miller 3.4, Sevier 1.3; LA.: Bienville 1.5, Bossier 7.8, Caddo 25.4, Claiborne 1.6, De Soto 2.4, Natchitoches 3.5, Red River 0.9, Sabine 2.6, Webster 4.1; OKLA.: McCurtain 3.2; TEX.: Bowie 7.5, Camp 1.0, Cass 2.8, Franklin 0.8, Harrison 4.9, Marion 1.0, Morris 1.3, Panola 2.1, Red River 1.5, Rusk 4.1, Shelby 2.3, Titus 2.2, Upshur 2.9. Tot. Hslds.: 408,900.

SIOUX CITY, IOWA— Buena Vista 4.6, Cherokee 3.5, Clay 4.6, Dickinson 3.7, Ida 2.0, Monona 2.6, O'Brien 3.7, Osceola 1.9, Palo Alto 2.7, Plymouth 5.3, Pocahontas 2.4, Sac 3.2, Sioux 6.3, Woodbury 22.3; NEB.: Antelope 1.9, Cedar 2.3, Dakota 3.9, Dixon 1.6, Knox 2.3, Madison 7.4, Pierce 1.8, Stanton 1.4, Thurston 1.4, Wayne 2.0; S.D.: Clay 2.8, Union 2.4. Tot. Hslds.: 171,100.

SIOUX FALLS-MITCHELL, S.D.— IOWA: Lyon 2.1; MINN.: Lincoln 1.3, Murray 1.8, Nobles 3.5, Pipestone 2.0, Rock 1.8; NEB.: Boyd 0.6, Cherry 1.2, Keya Paha 0.2; S.D.: Aurora 0.5, Beadle 3.3, Bon Homme 1.4, Brookings 4.0, Brown 6.5, Brule 0.9, Buffalo 0.2, Charles Mix 1.5, Clark 0.9, Codington 3.9, Davison 3.1, Day 1.4, Deuel 0.9, Douglas 0.6, Edmunds 0.8, Faulk 0.5, Grant 1.5, Gregory 1.0, Hamlin 0.9, Hand 0.8, Hanson 0.5, Hughes 2.8, Hutchinson 1.5, Hyde 0.4, Jerauld 0.5, Jones 0.3, Kingsbury 1.2, Lake 1.9, Lincoln 2.4, Lyman 0.6, McCook 1.1, McPherson 0.7, Marshall 0.9, Mellette 0.3, Miner 0.6, Minnehaha 22.2, Moody 1.1, Potter 0.6, Roberts 1.7, Sanborn 0.5, Spink 1.5, Stanley 0.4, Sully 0.3, Todd 0.9, Tripp 1.2, Turner 1.6, Yankton 3.2. Tot. Hslds.: 218,900.

SOUTH BEND-ELKHART, IND.— Elkhart 18.3, Fulton 2.6, Kosciusko 8.1, La Grange 3.1, Marshall 5.2, Pulaski 1.8, St. Joseph 30.8, Starke 2.7; MICH.: Berrien 21.1, Cass 6.3. Tot. Hslds.: 289,500.

SPOKANE, WASH.— IDA.: Benewah 0.9, Bonner 3.2, Boundary 0.8, Clearwater 1.1, Idaho 1.6, Kootenai 7.8, Latah 3.3, Lewis 0.4, Nez Perce 3.9, Shoshone 1.9; MONT.: Lincoln 2.0, Sanders 1.2; ORE.: Wallowa 0.9; WASH.: Adams 1.6, Asotin 2.2, Columbia 0.5, Douglas 2.9, Ferry 0.6, Garfield 0.3, Grant 6.0, Lincoln 1.2, Okanogan 3.9, Pend Oreille 1.0, Spokane 43.0, Stevens 3.3, Whitman 4.6. Tot. Hslds.: 327,600.

SPRINGFIELD, MASS.— Hampden 77.4, Hampshire 22.6. Tot. Hslds.: 216,000.

SPRINGFIELD, MO.— ARK.: Baxter 4.6, Boone 3.8, Carroll 2.6, Fulton 1.5, Izard 1.5, Madison 1.6, Marion 1.7, Newton 1.0; MO.: Barry 3.4, Benton 1.8, Camden 3.3, Cedar 1.7, Christian 3.3, Dade 1.0, Dallas 1.7, Dent 1.9, Douglas 1.6, Greene 25.9, Hickory 1.0, Howell 3.9, Laclede 3.4, Lawrence 3.9, Oregon 1.3, Ozark 1.1, Polk 2.5, Pulaski 3.7, St. Clair 1.1, Shannon 1.0, Stone 2.5, Taney 3.4, Texas 2.8, Webster 2.6, Wright 2.1. Tot. Hslds.: 296,500.

SPRINGFIELD-DECATUR-CHAMPAIGN, ILL.— Champaign 18.2, Christian 4.2, Coles 5.8, De Witt 2.2, Douglas 2.2, Effingham 3.6, Ford 1.7, Logan 3.3, Macon 14.4, Menard 1.4, Morgan 4.3, Moultrie 1.6, Piatt 1.9, Sangamon 21.9, Shelby 2.7, Vermilion 10.6. Tot. Hslds.: 338,600.

SYRACUSE, N.Y.— Cayuga 7.7, Cortland 4.5, Madison 6.0, Oneida (western portion) 8.5, Onondaga 46.6, Oswego 10.9, Schuyler 1.7, Seneca 3.3, Tompkins 8.5, Yates 2.3. Tot. Hslds.: 371,200.

TALLAHASSEE-THOMASVILLE, FLA.— Gadsden 8.4, Jefferson 2.3, Lafayette 0.9, Leon 40.0, Madison 3.1, Taylor 4.0, Wakulla 2.9; GA.: Brooks 3.1, Decatur 5.5, Echols 0.5, Grady 4.6, Lowndes 15.3, Miller 1.6, Thomas 8.0. Tot. Hslds.: 166,400.

TAMPA-ST. PETERSBURG, FLA.— Citrus 3.0, De Soto 0.6, Hardee 0.6, Hernando 2.6, Highlands 2.1, Hillsborough 24.5, Manatee 6.3, Pasco 8.6, Pinellas 30.7, Polk 11.5, Sarasota 9.4. Tot. Hslds.: 1,214,500.

TERRE HAUTE, IND.— ILL.: Clark 4.1, Clay 3.7, Crawford 5.0, Cumberland 2.7, Edgar 5.1, Jasper 2.6, Lawrence 4.1, Richland 4.3; IND.: Clay 5.7, Daviess 6.3, Greene 7.4, Knox 9.7, Martin 2.4, Parke 3.6, Sullivan 4.9, Vermillion 4.3, Vigo 24.1. Tot. Hslds.: 164,600.

TOLEDO, OHIO— MICH.: Lenawee 7.7; OHIO: Defiance 3.5, Fulton 3.5, Hancock 6.1, Henry 2.5, Lucas 44.0, Ottawa 3.8, Putnam 2.7, Sandusky 5.8, Seneca 5.4, Williams 3.4, Wood 9.5, Wyandot 2.0. Tot. Hslds.: 404,200.

TOPEKA, KANS.— Clay 2.5, Coffey 2.4, Geary 7.0, Jackson 2.9, Jefferson 3.7, Lyon 9.2, Marshall 3.4, Morris 1.7, Nemaha 2.8, Osage 3.9, Pottawatomie 3.9, Riley 13.5, Shawnee 41.5, Wabaunsee 1.6. Tot. Hslds.: 152,200.

TRAVERSE CITY-CADILLAC, MICH.— Antrim 4.1, Benzie 2.8, Charlevoix 5.0, Cheboygan 5.1, Chippewa 6.3, Crawford 2.3, Emmet 5.8, Grand Traverse 14.0, Kalkaska 3.0, Lake 2.3, Leelanau 3.7, Luce 1.3, Mackinac 2.3, Manistee 5.9, Mason 6.6, Missaukee 2.4, Montmorency 2.0, Osceola 4.7, Oscoda 1.8, Otsego 3.6, Presque Isle 3.4, Roscommon 5.1, Wexford 6.4. Tot. Hslds.: 158,200.

TUCSON, ARIZ.— Cochise 12.2, Pima 84.4, Santa Cruz 2.7; N.M.: Hidalgo 0.7. Tot. Hslds.: 290,100.

TULSA, OKLA.— KANS.: Chautauqua 0.5, Montgomery 3.6; OKLA.: Adair 1.5, Cherokee 2.7, Craig 1.2, Creek 5.7, Delaware 2.4, Haskell 1.0, Latimer 0.8, McIntosh 1.5, Mayes 2.9, Muskogee 5.9, Nowata 1.0, Okmulgee 3.3, Osage 3.5, Pawnee 1.5, Pittsburg 3.7, Rogers 4.4, Tulsa 44.9, Wagoner 3.9, Washington 4.1. Tot. Hslds.: 459,400.

TUSCALOOSA, ALA.— Tuscaloosa 100.0. Tot. Hslds.: 52,400.

TWIN FALLS, IDA.— Gooding 14.3, Jerome 17.9, Lincoln 3.9, Twin Falls 63.8. Tot. Hslds.: 30,700.

TYLER-LONGVIEW, TEX.— Angelina 14.5, Cherokee 9.0, Gregg 24.7, Houston 5.1, Nacogdoches 11.1, San Augustine 1.9, Smith 33.6. Tot. Hslds.: 169,800.

UTICA, N.Y.— Herkimer 23.3, Oneida (eastern portion) 56.1, Otsego 20.6. Tot. Hslds.: 106,300.

VICTORIA, TEX.— Victoria 100.0. Tot. Hslds.: 26,700.

WACO-TEMPLE, TEX.— Bell 24.9, Brazos 18.1, Burleson 2.1, Coryell 7.0, Falls 3.0, Lampasas 2.2, Leon 2.2, Limestone 3.5, McLennan 28.5, Madison 1.5, Milam 3.7, Mills 0.8, Robertson 2.5. Tot. Hslds.: 244,000.

WASHINGTON, D.C.— District of Columbia 16.0; MD.: Allegany 1.8, Calvert 0.9, Charles 1.7, Frederick 2.9, Montgomery 15.5, Prince George's 15.2, St. Mary's 1.4; PA.: Franklin 2.8, Fulton 0.3; VA.: Alexandria city 3.5, Arlington 4.7, Clarke 0.2, Culpeper 0.5, Fairfax 15.9, Fairfax city 0.5, Falls Church city 0.3, Fauquier 0.9, Frederick 0.8, Fredericksburg city 0.5, King George 0.3, Loudoun 1.5, Manassas city 0.4, Manassas Park city 0.1, Page 0.5, Prince William 3.2, Rappahannock 0.2, Shenandoah 0.7, Spotsylvania 0.8, Stafford 1.0, Warren 0.6, Westmoreland 0.4, Winchester city 0.5; W.VA.: Berkeley 1.2, Hampshire 0.4, Hardy 0.2, Jefferson 0.8, Mineral 0.6, Morgan 0.3. Tot. Hslds.: 1,581,200.

WATERTOWN-CARTHAGE, N.Y.— Jefferson 41.2, Lewis 11.0, St. Lawrence 47.8. Tot. Hslds.: 80,300.

WAUSAU-RHINELANDER, WISC.— Adams 3.2, Clark 7.4, Forest 2.1, Langlade 4.6, Lincoln 6.6, Marathon 25.4, Oneida 7.8, Portage 12.6, Price 3.9, Taylor 4.0, Vilas 4.5, Wood 17.9. Tot. Hslds.: 193,400.

WEST PALM BEACH-FT. PIERCE-VERO BEACH, FLA.— Indian River 7.4, Martin 8.0, Okeechobee 2.2, Palm Beach 72.0, St. Lucie 10.4. Tot. Hslds.: 451,400.

WHEELING-STEUBENVILLE, W.VA.— OHIO: Belmont 20.0, Guernsey 9.8, Harrison 4.0, Jefferson 20.6, Monroe 3.9, Noble 2.8; W.VA.: Brooke 6.9, Marshall 9.6, Ohio 14.9, Tyler 2.6, Wetzel 5.1. Tot. Hslds.: 156,200.

WICHITA-HUTCHINSON, KANS.— Barber 0.7, Barton 3.0, Butler 4.1, Chase 0.3, Cheyenne 0.4, Clark 0.2, Comanche 0.2, Cowley 3.4, Decatur 0.4, Dickinson 1.9, Edwards 0.4, Elk 0.4, Ellis 2.5, Ellsworth 0.7, Finney 2.4, Ford 2.3, Gove 0.3, Graham 0.4, Grant 0.6, Gray 0.4, Greeley 0.2, Greenwood 0.8, Hamilton 0.3, Harper 0.7, Harvey 2.7, Haskell 0.3, Hodgeman 0.2, Kearny 0.3, Kingman 0.8, Kiowa 0.4, Lane 0.2, Lincoln 0.4, Logan 0.3, McPherson 2.4, Marion 1.2, Meade 0.4, Mitchell 0.8, Morton 0.3, Ness 0.4, Norton 0.6, Osborne 0.5, Ottawa 0.5, Pawnee 0.7, Pratt 1.0, Rawlins 0.4, Reno 6.0, Rice 1.1, Rooks 0.6, Rush 0.4, Russell 0.8, Saline 4.6, Scott 0.5, Sedgwick 35.2, Seward 1.6, Sheridan 0.3, Sherman 0.7, Stafford 0.6, Stanton 0.2, Stevens 0.4, Sumner 2.3, Thomas 0.7, Trego 0.4, Wallace 0.2, Wichita 0.2; NEB.: Dundy 0.3, Hitchcock 0.4; OKLA.: Beaver 0.7. Tot. Hslds.: 428,400.

WICHITA FALLS-LAWTON, TEX.— OKLA.: Comanche 23.8, Cotton 1.8, Jackson 6.9, Jefferson 2.1, Stephens 10.9, Tillman 2.7; TEX.: Archer 1.9, Baylor 1.2, Clay 2.6, Foard 0.6, Hardeman 1.5, Knox 1.2, Montague 4.6, Throckmorton 0.6, Wichita 28.7, Wilbarger 3.9, Young 5.1. Tot. Hslds.: 159,900.

WILKES BARRE-SCRANTON, PA.— Carbon 4.3, Clinton 2.9, Columbia 4.7, Lackawanna 17.3, Luzerne 26.2, Lycoming 9.0, Montour 1.2, Northumberland 8.2, Schuylkill 12.8, Snyder 2.5, Sullivan 0.5, Susquehanna 3.0, Union 2.2, Wayne 3.0, Wyoming 2.1. Tot. Hslds.: 490,500.

WILMINGTON, N.C.— Bladen 8.2, Brunswick 13.0, Columbus 13.8, New Hanover 32.6, Pender 6.6, Robeson 25.8. Tot. Hslds.: 135,800.

YAKIMA, WASH.— ORE.: Morrow 1.7, Umatilla 13.1; WASH.: Benton 22.6, Franklin 7.6, Kittitas (eastern portion) 4.2, Walla Walla 10.5, Yakima 40.3. Tot. Hslds.: 169,700.

YOUNGSTOWN, OHIO— Columbiana 14.8, Mahoning 37.2, Trumbull 31.3; PA.: Mercer 16.6. Tot. Hslds.: 279,800.

ZANESVILLE, OHIO— Muskingum 100.0. Tot. Hslds.: 31,600.

S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1986												
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
ALABAMA													
ANNISTON	124.6	44.2	23.0	1.2	18.3	10.6	19.2	21.1	22.8	29.0	1,119,937	474,661	.0386
BIRMINGHAM	1,346.0	502.8	340.0	9.1	199.5	115.3	142.4	228.2	255.1	364.1	13,282,008	6,339,945	.4622
DOTHAN	289.6	104.4	66.7	3.5	46.0	26.2	31.1	47.3	55.3	74.4	2,495,044	1,386,683	.0940
HUNTSVILLE-DECATUR-FLORENCE	728.7	271.9	98.9	5.6	107.8	67.9	80.1	119.4	154.1	178.3	7,468,669	3,505,805	.2563
MOBILE-PENSACOLA	1,215.3	435.8	286.3	17.3	195.5	113.7	143.7	207.6	240.7	273.6	12,683,591	6,598,371	.4469
MONTGOMERY-SELMA	616.0	218.7	264.6	6.7	99.2	57.7	69.7	95.3	110.9	163.3	5,377,632	2,689,002	.1954
TUSCALOOSA	144.2	52.4	42.5	1.3	20.9	11.3	24.3	24.8	25.6	33.0	1,318,706	751,802	.0492
ARIZONA													
FLAGSTAFF	90.7	29.0	1.3	9.7	16.2	8.2	16.9	17.7	15.4	12.5	812,033	563,817	.0325
PHOENIX	2,384.2	918.6	66.3	354.1	353.4	200.4	267.0	413.0	447.3	625.5	28,537,171	14,369,387	.9666
TUCSON	745.8	290.1	20.5	193.0	106.8	61.2	91.4	134.6	136.1	192.6	7,892,076	3,951,240	.2741
ARKANSAS													
FT. SMITH	381.2	140.8	9.6	3.3	56.1	33.0	43.8	61.2	72.9	102.8	3,679,001	1,800,725	.1297
JONESBORO	184.6	69.0	3.5	1.2	26.0	15.6	19.8	27.2	34.6	56.2	1,591,060	814,286	.0584
LITTLE ROCK	1,255.8	459.4	237.5	9.7	188.6	107.8	134.1	203.8	234.0	348.4	12,432,361	6,493,936	.4440
CALIFORNIA													
BAKERSFIELD	419.7	149.6	21.4	103.5	68.1	36.3	47.7	74.0	78.6	99.1	5,233,647	2,373,274	.1704
CHICO-REDDING	398.5	155.1	2.8	21.8	52.6	31.6	44.7	67.7	73.7	116.7	4,225,924	2,283,986	.1502
EL CENTRO-YUMA	194.6	63.2	5.0	98.0	34.2	18.9	22.9	30.6	34.5	46.2	1,717,567	1,019,284	.0655
EUREKA	134.2	53.1	.6	5.8	17.9	9.7	17.6	27.6	24.3	32.9	1,524,434	861,173	.0541
FRESNO-VISALIA	1,222.4	420.3	46.6	394.8	197.7	109.6	143.2	215.4	225.5	285.4	13,001,328	6,315,883	.4470
LOS ANGELES	13,023.9	4,714.0	1,183.9	3,551.4	1,840.4	1,061.2	1,531.9	2,457.8	2,621.4	3,108.2	181,040,869	84,176,401	5.8175
PALM SPRINGS	164.8	61.3	7.5	35.3	23.5	13.2	16.4	27.1	29.2	50.1	2,004,549	973,793	.0670
SACRAMENTO-STOCKTON	2,490.3	940.5	120.2	331.8	350.1	205.3	286.4	464.4	485.6	620.3	31,368,392	15,145,412	1.0385
SALINAS-MONTEREY	593.0	206.7	22.3	154.0	82.6	44.8	77.5	121.6	105.7	141.1	7,894,748	3,312,566	.2484
SAN DIEGO	2,217.7	808.8	126.5	374.5	288.9	166.5	326.9	434.5	408.6	526.9	31,678,473	14,346,841	1.0051
SAN FRANCISCO	5,639.3	2,183.8	487.9	779.1	690.0	434.9	621.2	1,139.1	1,199.5	1,406.0	92,901,404	42,427,978	2.8839
SANTA BARBARA-SANTA MARIA-SAN LUIS OBISPO	532.0	200.1	11.4	92.6	61.3	38.7	80.3	100.9	96.0	141.1	7,439,402	3,966,343	.2492
COLORADO													
COLORADO SPRINGS-PUEBLO	592.3	222.9	28.1	93.2	87.6	51.1	79.8	108.8	114.0	131.8	6,450,627	3,362,601	.2247
DENVER	2,581.6	1,019.6	93.3	247.7	368.7	207.6	328.0	567.3	523.7	505.2	35,306,716	18,178,347	1.1738
GRAND JUNCTION	179.4	67.1	.4	14.8	26.3	14.4	20.7	33.8	34.2	44.1	1,913,704	1,272,837	.0729
CONNECTICUT													
HARTFORD-NEW HAVEN	2,383.4	874.2	168.2	87.1	302.9	206.3	270.3	414.3	466.7	664.0	35,940,840	17,097,527	1.1461
DISTRICT OF COLUMBIA													
WASHINGTON	4,277.6	1,581.2	983.3	114.1	579.7	376.5	474.8	849.4	960.1	922.7	69,234,951	30,200,910	2.1268
FLORIDA													
FT. MYERS-NAPLES	517.4	218.1	38.9	27.5	56.0	35.2	39.9	66.5	82.8	225.6	6,411,998	3,563,566	.2225
GAINESVILLE	217.2	82.6	42.3	6.6	27.4	16.0	44.3	43.9	36.2	43.3	2,249,460	1,239,223	.0805
JACKSONVILLE	1,183.1	437.1	273.3	20.4	178.0	104.6	134.6	208.7	230.1	290.6	12,907,660	6,677,379	.4497
MIAMI	3,024.5	1,200.2	482.8	803.8	336.6	217.2	283.6	473.7	585.0	1,061.7	39,454,589	23,319,261	1.3844
ORLANDO-DAYTONA BEACH-MELBOURNE	1,938.1	763.5	254.7	55.8	241.0	158.8	207.0	294.9	366.2	622.9	22,223,122	12,834,081	.7926
PANAMA CITY	196.8	74.3	26.6	2.7	29.1	17.6	20.9	30.6	39.2	53.5	1,690,861	1,013,997	.0651
TALLAHASSEE-THOMASVILLE	466.0	166.4	161.9	6.5	72.8	40.7	66.4	83.7	83.0	104.6	4,475,401	2,341,994	.1609
TAMPA-ST. PETERSBURG	2,908.4	1,214.5	303.0	133.3	322.0	206.2	256.2	406.6	486.7	1,167.8	34,538,999	18,519,486	1.1943

S&MM's SURVEY OF TELEVISION MARKETS

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	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
FLORIDA (cont.)													
WEST PALM BEACH-FT. PIERCE-VERO BEACH	1,075.7	451.4	161.9	50.3	118.5	73.4	91.6	153.5	179.0	435.3	15,382,028	8,003,833	.5092
GEORGIA													
ALBANY	391.6	133.0	144.7	4.2	67.5	38.2	42.6	64.5	70.8	94.0	3,334,371	1,964,343	.1282
ATLANTA	3,434.6	1,255.9	775.2	37.1	519.8	301.8	384.4	669.3	731.1	726.4	42,739,161	23,021,727	1.4669
AUGUSTA	623.2	216.5	244.1	9.2	99.3	58.7	73.1	107.5	116.0	147.7	5,941,197	2,780,669	.2076
COLUMBUS	505.7	177.5	197.7	8.8	76.3	46.0	74.6	84.8	88.7	119.4	4,650,897	2,268,973	.1656
MACON	450.7	156.5	165.9	4.5	70.2	42.6	51.6	75.5	87.8	108.4	4,697,520	2,442,915	.1655
SAVANNAH	624.1	216.1	221.6	9.7	99.6	55.7	85.6	107.8	108.7	144.3	6,175,067	3,356,689	.2234
IDAHO													
BOISE	441.4	157.8	1.8	23.7	72.0	37.2	48.6	81.7	83.8	101.6	4,415,348	2,154,941	.1541
IDAHO FALLS-POCATELLO	318.5	101.2	.7	15.1	63.8	28.3	38.9	53.8	54.8	62.6	2,900,958	1,555,641	.1066
TWIN FALLS	88.5	30.7	.0	4.4	14.9	7.2	8.5	14.0	16.0	24.3	823,622	491,728	.0311
ILLINOIS													
CHICAGO	8,644.0	3,109.9	1,727.9	728.3	1,263.0	757.4	971.7	1,543.7	1,705.1	2,134.5	118,332,150	50,832,992	3.7284
PEORIA	575.9	214.0	29.3	5.5	84.4	47.1	74.9	99.6	106.3	145.3	7,587,051	3,007,245	.2357
QUINCY-HANNIBAL	328.2	124.1	6.9	2.3	44.4	26.7	37.5	48.4	56.9	104.5	3,224,728	1,527,942	.1118
ROCKFORD	520.3	194.2	31.7	10.3	78.7	47.6	55.2	88.9	102.5	131.3	6,481,981	2,895,163	.2103
SPRINGFIELD-DECATUR-CHAMPAIGN	891.5	338.6	55.1	8.0	122.0	70.2	125.2	152.3	160.2	234.9	10,646,280	5,092,741	.3552
INDIANA													
EVANSVILLE	710.4	264.3	31.7	3.6	103.4	61.5	76.2	116.4	132.4	198.5	7,730,413	4,173,377	.2727
FT. WAYNE	626.2	224.5	30.3	8.5	99.4	55.9	68.2	108.3	117.4	155.7	6,948,690	3,336,348	.2354
INDIANAPOLIS	2,244.7	821.1	210.7	17.6	334.0	199.0	265.8	391.1	441.2	546.0	26,592,738	14,082,502	.9162
LAFAYETTE	123.0	42.9	2.1	1.5	15.0	8.2	31.2	21.9	19.4	24.1	1,401,031	755,119	.0490
SOUTH BEND-ELKHART	795.0	289.5	62.7	10.8	122.6	70.1	86.7	134.0	148.2	207.8	8,834,374	4,485,479	.3051
TERRE HAUTE	433.2	164.6	7.6	2.1	59.2	35.2	48.3	65.9	76.6	135.5	4,467,184	2,414,262	.1596
IOWA													
CEDAR RAPIDS-WATERLOO-DUBUQUE	879.1	325.6	13.5	5.3	126.6	78.0	117.1	148.6	154.2	226.5	9,779,323	4,321,092	.3244
DAVENPORT-ROCK ISLAND-MOLINE	868.8	328.1	24.3	25.5	129.3	76.8	92.1	144.9	162.7	235.1	10,493,861	4,484,316	.3384
DES MOINES	968.8	377.9	17.9	9.0	133.1	78.2	117.0	161.4	174.8	274.9	11,324,991	5,640,312	.3839

834,000 Indianapolis ADI Adults Could Be Missing Your TV Spots!

Sources: 1987 Scarborough Market Study
1987 Simmons Market Study

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S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1986												
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
IOWA (cont.)													
OTTUMWA-KIRKSVILLE	77.0	29.1	.4	.4	9.9	5.6	10.6	12.1	12.8	23.9	681,499	350,768	.0250
SIOUX CITY	452.6	171.1	1.4	2.9	66.4	37.7	51.6	68.5	75.2	137.7	4,452,119	2,312,378	.1583
KANSAS													
TOPEKA	411.2	152.2	27.5	13.8	56.5	30.8	63.1	72.2	69.9	104.8	4,995,188	2,269,738	.1639
WICHITA-HUTCHINSON	1,114.7	428.4	43.7	35.8	158.4	88.8	125.6	185.9	201.2	318.0	14,200,470	6,944,644	.4712
KENTUCKY													
BOWLING GREEN	124.8	45.1	9.3	.9	17.4	10.2	18.2	20.6	23.2	31.4	1,098,036	687,008	.0424
LEXINGTON	921.1	331.1	55.3	7.0	139.3	80.5	115.7	162.6	174.1	220.5	8,810,333	4,560,087	.3170
LOUISVILLE	1,437.4	517.0	146.7	11.3	216.2	127.2	165.6	254.3	275.6	353.6	15,291,783	7,726,541	.5319
PADUCAH-CAPE GIRARDEAU-HARRISBURG-MARION	887.9	337.2	55.7	5.8	119.9	71.1	102.4	134.6	160.5	274.9	8,276,235	4,512,948	.3035
LOUISIANA													
ALEXANDRIA	267.2	89.7	68.0	5.0	43.2	24.5	36.9	43.0	47.8	61.6	2,178,555	1,028,540	.0793
BATON ROUGE	771.4	258.5	255.1	13.6	127.5	73.0	106.0	144.6	140.6	151.4	7,842,052	4,046,596	.2769
LAFAYETTE	578.4	198.0	148.5	11.4	97.5	58.8	71.9	94.8	104.9	128.4	5,475,680	3,185,747	.2043
LAKE CHARLES	220.1	76.6	47.4	2.8	36.0	20.6	26.5	37.6	42.2	49.1	2,237,408	1,218,402	.0802
MONROE-EL DORADO	523.1	184.3	176.1	4.7	84.7	48.1	62.7	76.7	90.6	141.7	4,232,166	2,218,973	.1595
NEW ORLEANS	1,798.4	643.6	540.9	59.4	287.8	169.0	214.0	329.2	336.0	398.9	18,647,705	10,490,690	.6738
SHREVEPORT-TEXARKANA	1,124.4	408.9	333.3	18.5	175.7	99.2	114.0	173.6	204.1	320.3	10,955,278	5,358,455	.3848
MAINE													
BANGOR	314.5	113.6	.4	1.0	45.2	28.0	36.5	52.5	58.9	84.2	3,033,988	1,866,106	.1146
PORTLAND-POLAND SPRING	962.9	363.6	2.4	4.5	133.4	83.8	102.9	165.2	179.7	271.3	10,893,407	7,436,651	.4132
PRESQUE ISLE	87.5	29.8	.7	.5	13.7	8.8	10.4	14.6	16.2	21.0	777,035	451,247	.0293
MARYLAND													
BALTIMORE	2,472.9	897.4	598.5	24.4	324.3	221.5	280.0	448.0	505.9	628.4	30,740,363	15,161,906	1.0268
HAGERSTOWN	114.6	41.1	5.0	.7	14.4	9.9	13.2	19.5	22.7	32.1	1,206,409	691,825	.0437
SALISBURY	236.6	87.7	54.9	1.9	30.8	20.5	25.0	37.7	44.7	71.4	2,425,979	1,711,020	.0948
MASSACHUSETTS													
BOSTON	5,521.6	2,060.1	221.3	117.6	699.9	478.4	647.7	987.0	1,051.5	1,521.5	81,995,429	44,249,740	2.7283
SPRINGFIELD	589.8	216.0	35.6	25.6	74.0	50.1	82.0	97.9	103.4	167.8	7,172,438	4,213,284	.2544
MICHIGAN													
ALPENA	41.8	15.6	.0	.1	5.9	4.2	4.2	5.7	8.0	12.6	393,869	184,428	.0137
DETROIT	4,670.2	1,704.3	941.0	84.2	696.2	425.7	533.2	840.0	903.9	1,134.7	60,752,185	30,382,189	2.0204
FLINT-SAGINAW-BAY CITY	1,222.6	434.0	127.4	31.3	194.9	119.7	145.8	205.5	235.2	281.5	13,353,974	7,394,651	.4746
GRAND RAPIDS-KALAMAZOO-BATTLE CREEK	1,667.4	599.2	104.6	34.7	254.0	149.7	208.1	289.1	309.6	402.2	19,845,640	9,238,583	.6575
LANSING	619.9	218.2	37.8	17.4	91.3	53.3	94.1	118.8	115.1	128.1	7,492,297	3,708,409	.2518
MARQUETTE	157.1	55.6	1.5	.8	21.4	12.6	23.5	25.8	25.7	43.1	1,457,079	610,171	.0501
TRAVERSE CITY-CADILLAC	424.3	158.2	2.7	2.6	61.3	39.2	41.0	67.3	77.6	124.8	3,902,132	2,265,198	.1462
MINNESOTA													
ALEXANDRIA	167.4	60.4	.1	.6	24.4	15.4	17.3	23.4	28.9	52.4	1,391,129	815,395	.0534
DULUTH-SUPERIOR	461.1	173.6	1.3	1.5	64.7	39.5	49.8	73.8	79.9	139.3	4,747,765	2,509,050	.1684
MANKATO	64.7	23.6	.2	.4	8.3	5.0	11.8	10.9	9.9	16.7	654,236	461,886	.0257
MINNEAPOLIS-ST. PAUL	3,342.1	1,236.0	57.4	28.9	483.4	296.1	400.8	619.4	635.5	799.7	43,759,337	22,414,376	1.4641
ROCHESTER-MASON CITY-AUSTIN	375.3	143.9	.8	3.6	53.1	33.0	38.2	59.3	68.8	111.0	4,109,125	2,369,019	.1475
MISSISSIPPI													
BILOXI-GULFPORT-PASCAGOULA	181.4	64.7	38.5	3.6	28.9	16.4	25.1	31.1	33.6	39.9	1,783,344	1,053,227	.0662

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1986												Buying Power Index
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
MISSISSIPPI (cont.)													
COLUMBUS-TUPELO	446.9	157.3	134.2	3.7	71.5	40.9	52.9	69.1	80.8	116.9	3,423,983	1,894,240	.1330
GREENWOOD-GREENVILLE	256.2	82.8	154.1	3.5	48.3	26.7	29.7	37.2	39.2	64.6	1,662,078	1,113,602	.0716
JACKSON	832.2	290.7	376.0	7.7	139.3	78.1	95.4	136.7	146.4	206.6	7,490,821	3,981,975	.2748
LAUREL-HATTIESBURG	252.4	89.4	73.6	2.4	40.6	22.8	31.3	39.7	44.8	64.6	2,125,308	1,283,909	.0825
MERIDIAN	187.4	67.3	70.1	1.7	30.9	16.7	20.4	28.3	32.0	52.7	1,589,905	825,687	.0587
MISSOURI													
COLUMBIA-JEFFERSON CITY	366.2	129.9	20.4	2.8	48.2	28.7	54.8	64.1	63.6	96.1	3,909,745	1,944,280	.1349
JOPLIN-PITTSBURG	464.3	177.6	4.1	4.0	63.9	37.4	46.7	67.6	83.5	151.8	4,611,558	2,251,355	.1611
KANSAS CITY	1,936.3	725.6	205.9	41.6	274.6	159.2	219.7	341.2	379.1	503.0	24,916,043	12,813,779	.8370
ST. JOSEPH	127.1	47.8	2.8	1.8	16.8	10.1	15.1	18.6	21.4	41.3	1,358,525	792,469	.0495
ST. LOUIS	3,004.0	1,091.7	436.8	27.8	432.1	265.3	319.1	495.6	577.4	823.2	36,917,979	18,571,664	1.2439
SPRINGFIELD	795.0	296.5	8.7	6.5	106.8	63.8	86.2	116.3	145.7	254.1	7,315,611	3,766,752	.2653
MONTANA													
BILLINGS-HARDIN	230.9	88.7	.4	5.3	35.9	19.5	24.7	42.1	44.0	56.4	2,389,602	1,512,878	.0898
BUTTE	130.6	49.6	.1	1.6	17.8	10.6	18.8	23.6	23.3	32.5	1,215,068	698,066	.0451
GLENDIVE	13.9	5.4	.0	.1	2.3	1.2	1.6	2.4	2.5	3.4	139,702	115,994	.0058
GREAT FALLS	178.0	67.6	1.0	2.0	27.3	15.9	19.7	29.8	33.7	45.2	1,739,943	970,493	.0639
HELENA	48.1	19.2	.1	.4	7.2	4.1	5.4	9.6	9.3	10.9	524,610	276,054	.0184
MISSOULA	193.5	75.5	.2	1.9	28.4	16.7	21.9	37.5	37.9	44.7	1,936,864	952,544	.0677
NEBRASKA													
LINCOLN-HASTINGS-KEARNEY	674.4	258.5	4.3	8.2	92.7	51.6	84.1	111.2	115.6	198.3	7,464,767	3,681,443	.2549
NORTH PLATTE	49.1	18.5	.1	1.9	7.9	4.1	4.9	8.0	9.2	13.3	549,758	343,935	.0204
OMAHA	935.4	352.0	48.4	14.6	140.1	82.5	101.5	160.7	175.0	245.0	11,565,758	5,544,392	.3840
NEVADA													
LAS VEGAS	577.2	233.4	60.9	44.5	80.9	48.3	66.2	110.4	128.5	125.0	7,140,438	4,383,171	.2563
RENO	428.3	173.9	6.4	23.5	53.5	33.5	47.9	85.6	91.8	103.9	5,514,265	3,256,844	.1940
NEW MEXICO													
ALBUQUERQUE	1,280.8	452.8	16.4	481.3	213.4	122.9	148.3	232.8	245.4	269.5	12,310,476	6,930,162	.4528
ROSWELL	113.7	41.3	4.0	31.6	19.3	10.1	12.2	17.9	20.4	29.2	1,220,647	909,359	.0484
NEW YORK													
ALBANY-SCHENECTADY-TROY	1,303.6	485.7	40.5	13.4	172.8	114.3	143.5	214.1	240.5	385.4	16,537,661	8,269,749	.5524
BINGHAMTON	434.7	158.5	4.3	2.9	60.4	40.2	48.3	67.8	83.1	123.0	5,195,633	2,215,065	.1679
BUFFALO	1,691.1	616.9	126.9	21.8	228.9	150.7	190.1	267.4	312.8	496.3	19,863,102	8,416,603	.6433
ELMIRA	237.9	86.0	5.4	1.6	34.2	22.1	25.0	36.7	44.2	68.7	2,509,762	1,098,279	.0839
NEW YORK	18,483.8	6,923.9	3,203.7	2,398.8	2,381.4	1,572.3	1,839.1	3,121.4	3,832.7	5,266.7	282,769,691	117,227,951	8.6442
ROCHESTER	952.5	351.1	84.4	21.4	130.4	84.6	112.5	169.1	184.9	244.7	13,682,306	5,794,787	.4258
SYRACUSE	1,039.9	371.2	42.7	10.5	142.9	92.8	142.4	174.8	188.5	269.3	13,079,827	5,497,471	.4165
UTICA	296.2	106.3	6.0	2.7	39.8	26.3	35.0	44.3	52.8	90.1	3,291,166	1,450,500	.1090
WATERTOWN-CARTHAGE	236.6	80.3	.5	1.2	36.0	22.8	30.7	35.6	41.7	62.7	2,299,581	1,059,724	.0794
NORTH CAROLINA													
CHARLOTTE	1,854.6	683.5	360.5	14.2	273.0	162.5	202.4	326.0	382.5	457.1	20,304,187	10,895,909	.7148
GREENSBORO-WINSTON SALEM-HIGH POINT	1,324.6	500.7	247.4	9.7	183.2	113.7	144.5	230.6	276.8	343.1	14,937,479	8,070,256	.5238
GREENVILLE-NEW BERN-WASHINGTON	669.2	232.8	227.0	10.9	99.9	56.9	108.1	113.8	118.2	149.8	5,856,905	3,160,397	.2178
RALEIGH-DURHAM	1,713.3	617.8	531.6	23.8	246.6	144.9	240.2	320.2	329.8	381.4	18,210,922	9,633,120	.6419
WILMINGTON	382.7	135.8	102.9	3.9	61.2	35.9	40.9	65.4	73.0	94.7	3,361,531	1,984,710	.1280

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1986												Buying Power Index
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	Population by Age Group (Thousands)						Total EBI ($000)	Total Retail Sales ($000)	
					2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over			
NORTH DAKOTA													
FARGO	599.5	216.0	1.7	4.1	85.7	49.8	80.1	97.3	99.6	167.1	6,376,603	3,350,143	.2244
MINOT-BISMARCK-DICKINSON	414.3	145.0	1.2	2.3	66.6	37.8	47.9	69.4	72.1	104.9	4,540,985	2,510,386	.1613
OHIO													
CINCINNATI	1,959.4	721.3	197.8	11.3	293.5	174.3	225.9	333.8	373.9	495.0	23,140,024	11,101,177	.7746
CLEVELAND	3,818.0	1,427.9	479.1	51.6	543.8	333.7	413.4	647.2	735.1	1,034.2	46,203,384	23,092,544	1.5582
COLUMBUS	1,756.6	661.0	159.1	11.1	258.2	147.9	219.2	321.1	344.3	412.8	20,283,753	10,194,355	.6915
DAYTON	1,370.5	515.2	130.4	9.1	204.1	120.7	149.0	232.1	273.1	349.3	16,444,419	7,550,433	.5417
LIMA	112.8	40.8	11.6	.9	17.5	10.1	12.3	18.7	20.2	30.1	1,268,576	787,180	.0465
TOLEDO	1,101.6	404.2	72.0	36.0	169.8	95.9	132.6	186.9	198.9	281.5	13,029,195	6,910,690	.4498
YOUNGSTOWN	755.3	279.8	64.3	7.6	107.0	64.9	79.3	121.9	141.0	220.0	8,489,581	3,961,815	.2849
ZANESVILLE	84.7	31.6	3.8	.3	12.9	7.7	9.2	13.3	15.8	23.1	796,130	436,484	.0291
OKLAHOMA													
ARDMORE-ADA	197.7	74.7	9.1	2.1	27.8	16.3	19.8	27.8	35.5	64.8	1,670,970	841,885	.0614
OKLAHOMA CITY	1,600.0	611.8	108.4	34.0	232.2	125.5	195.1	275.9	303.0	416.7	18,290,228	11,005,485	.6620
TULSA	1,204.2	459.4	82.0	16.2	177.4	99.6	123.0	204.0	238.0	324.7	13,128,915	6,309,466	.4476
OREGON													
BEND	69.9	26.2	.0	1.3	10.5	5.7	6.8	14.3	13.9	16.4	673,068	364,508	.0245
EUGENE	424.1	162.9	1.6	9.0	61.0	33.7	49.7	84.5	80.7	101.0	4 183,476	2,228,942	.1502
MEDFORD	340.6	129.9	1.1	10.8	49.0	27.9	31.1	59.2	65.8	97.2	3,155,441	1,829,235	.1180
PORTLAND	2,126.1	820.3	37.5	52.8	302.7	168.8	229.4	418.8	408.0	531.7	25,030,215	12,345,340	.8455
PENNSYLVANIA													
ERIE	418.0	152.7	14.8	2.6	61.7	36.7	48.5	67.9	75.2	115.5	4,577,377	2,375,640	.1593
HARRISBURG-YORK-LANCASTER-LEBANON	1,435.5	538.0	57.5	21.1	198.6	121.4	157.3	245.4	281.7	391.5	17,437,703	8,829,640	.5900
JOHNSTOWN-ALTOONA	785.8	285.8	7.6	3.3	108.3	65.7	101.0	123.3	138.6	227.6	7,463,055	3,633,990	.2637
PHILADELPHIA	7,193.7	2,655.4	1,191.1	208.2	951.5	624.1	800.5	1,198.4	1,390.7	2,037.8	94,246,198	47,376,757	3.1349
PITTSBURGH	3,153.1	1,206.8	200.3	16.6	397.6	259.2	352.8	509.6	577.6	977.7	36,844,946	16,636,055	1.2149
WILKES BARRE-SCRANTON	1,294.7	490.5	7.7	5.2	165.1	104.9	130.9	193.4	233.8	434.6	13,049,500	6,690,076	.4614
RHODE ISLAND													
PROVIDENCE-NEW BEDFORD	1,484.7	544.2	41.1	33.2	192.2	126.9	169.3	244.2	269.5	444.9	18,325,269	10,111,345	.6350

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S&MM's SURVEY OF TELEVISION MARKETS

	S&MM ESTIMATES 1986												
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
STATE S&MM/ARBITRON TV MARKET (ADI)	Total Pop. (Thous.)	Total House-holds (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	**Buying Power Index**
SOUTH CAROLINA													
CHARLESTON	617.0	211.2	222.4	9.7	100.1	58.1	86.0	116.8	114.3	120.1	5,599,583	3,301,665	.2117
COLUMBIA	792.3	278.7	301.8	10.6	121.0	72.7	108.2	147.4	148.7	170.0	8,095,188	4,122,737	.2846
FLORENCE	453.2	159.2	167.3	4.7	76.1	43.5	50.2	78.9	85.0	103.7	3,990,577	2,739,883	.1598
GREENVILLE-SPARTANBURG-ASHEVILLE	1,639.5	615.2	255.5	12.5	232.2	139.4	177.5	273.1	331.3	441.8	16,228,452	9,068,475	.5907
SOUTH DAKOTA													
RAPID CITY	231.7	83.8	1.6	3.7	37.6	20.3	28.1	41.0	40.6	54.7	2,492,905	1,302,876	.0874
SIOUX FALLS-MITCHELL	585.6	218.9	.7	1.8	86.2	51.0	64.7	89.8	98.8	175.1	5,956,615	3,275,080	.2146
TENNESSEE													
BRISTOL-KINGSPORT-JOHNSON CITY	782.5	281.5	14.3	4.4	115.5	67.9	80.9	130.7	162.1	204.3	7,386,816	3,717,769	.2638
CHATTANOOGA	836.5	306.6	78.8	6.3	127.2	72.4	88.1	143.4	172.0	208.5	7,983,183	4,605,651	.2962
JACKSON	167.1	62.6	33.3	1.3	24.2	14.0	18.0	26.8	31.0	48.1	1,513,874	974,937	.0589
KNOXVILLE	1,135.5	422.4	49.9	8.2	164.5	99.1	124.7	193.7	227.2	294.7	10,657,806	6,860,647	.4114
MEMPHIS	1,654.8	586.2	641.9	16.6	265.6	155.5	190.9	279.5	299.6	407.2	15,331,770	9,285,917	.5820
NASHVILLE	1,854.7	681.9	237.1	17.5	264.3	155.8	214.5	319.4	369.2	476.2	19,574,521	9,910,804	.6818
TEXAS													
ABILENE-SWEETWATER	313.6	116.5	15.0	44.9	44.5	24.9	36.1	46.0	54.9	97.0	3,192,225	2,080,123	.1218
AMARILLO	491.6	181.5	18.5	75.5	78.7	41.3	54.1	80.9	92.9	125.4	5,290,252	2,962,906	.1896
AUSTIN	898.4	342.5	88.6	175.1	124.5	69.3	137.3	182.4	159.6	197.8	11,166,724	5,617,984	.3752
BEAUMONT-PORT ARTHUR	473.7	170.0	105.4	16.4	72.6	42.1	51.1	76.4	89.9	125.8	5,468,670	2,755,836	.1866
CORPUS CHRISTI	532.8	174.6	19.3	310.8	93.7	50.5	61.6	91.1	96.0	119.5	5,166,705	3,167,361	.1948
DALLAS-FT. WORTH	4,332.8	1,617.6	598.7	387.4	647.8	362.2	493.6	817.2	887.9	988.2	57,291,881	29,056,200	1.9077
EL PASO	699.8	214.8	24.7	464.3	130.2	69.0	94.3	119.7	128.2	132.1	5,839,488	3,195,845	.2202
HOUSTON	3,999.3	1,445.4	746.0	693.5	639.5	337.9	477.0	839.9	816.3	748.4	52,597,505	25,726,387	1.7342
LAREDO	128.2	34.4	.1	123.3	27.3	14.4	14.3	19.8	21.1	26.1	792,658	1,038,276	.0449
LUBBOCK	394.7	136.9	24.8	116.2	63.5	34.9	57.3	65.1	70.2	88.7	3,793,778	2,190,583	.1406
MCALLEN-BROWNSVILLE	666.9	184.4	1.8	582.1	142.6	73.1	68.7	103.9	109.8	141.2	4,257,552	3,176,889	.1906
ODESSA-MIDLAND	421.2	148.7	21.2	125.3	71.0	37.1	49.0	73.9	80.7	93.1	5,209,629	3,571,895	.1942
SAN ANGELO	134.1	48.5	4.5	36.3	19.3	10.9	16.6	21.6	23.9	37.5	1,483,195	958,607	.0555
SAN ANTONIO	1,624.3	544.8	100.1	843.7	271.4	152.8	186.6	273.7	298.3	384.9	16,266,802	8,823,509	.5857
TYLER-LONGVIEW	471.1	169.8	99.1	19.4	70.2	38.2	56.0	77.4	86.5	127.6	5,119,541	2,932,674	.1840
VICTORIA	78.2	26.7	4.8	27.1	13.3	7.2	9.0	14.2	14.9	16.6	853,912	578,852	.0325
WACO-TEMPLE	696.0	244.0	120.9	76.7	97.9	51.6	130.5	113.0	112.0	166.8	7,057,570	3,624,543	.2491
WICHITA FALLS-LAWTON	444.3	159.9	40.0	27.5	64.1	35.9	60.1	71.7	79.5	117.9	4,549,534	2,558,396	.1649
UTAH													
SALT LAKE CITY	1,878.8	591.7	10.8	80.5	385.5	161.6	238.2	334.9	311.7	343.3	17,568,369	9,340,831	.6390
VERMONT													
BURLINGTON-PLATTSBURGH	636.8	229.2	4.0	5.4	90.9	57.7	81.0	113.6	119.3	155.9	6,515,919	4,003,196	.2430
VIRGINIA													
CHARLOTTESVILLE	102.3	39.2	15.1	.9	11.1	7.4	20.2	20.6	18.3	22.2	1,340,027	849,458	.0481
HARRISONBURG	100.3	34.1	2.4	.8	12.4	7.6	17.5	16.7	18.3	25.1	909,360	555,783	.0346
NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON	1,576.2	540.6	484.9	24.9	225.9	134.8	231.8	285.8	302.6	346.6	17,724,510	8,799,500	.6060
RICHMOND	1,185.7	419.7	350.0	10.7	160.7	102.7	131.6	216.1	238.2	304.4	13,898,869	6,845,803	.4697
ROANCKE-LYNCHBURG	997.9	350.1	163.2	6.6	132.0	83.3	123.2	165.5	198.0	271.3	10,461,092	4,895,741	.3564

S&MM's SURVEY OF TELEVISION MARKETS

STATE S&MM/ARBITRON TV MARKET (ADI)	S&MM ESTIMATES 1986												Buying Power Index
	POPULATION—12/31/86										EFFECTIVE BUYING INCOME	RETAIL SALES	
					Population by Age Group (Thousands)								
	Total Pop. (Thous.)	Total Households (Thous.)	Black Pop. (Thous.)	Spanish-Origin Pop. (Thous.)	2–11 Years	12–17 Years	18–24 Years	25–34 Years	35–49 Years	50 & Over	Total EBI ($000)	Total Retail Sales ($000)	
WASHINGTON													
SEATTLE-TACOMA	3,160.8	1,246.1	105.4	68.2	426.6	250.0	367.5	620.8	629.7	770.2	42,313,041	19,606,172	1.3681
SPOKANE	868.8	327.6	6.0	20.2	130.9	72.4	102.0	155.4	161.9	217.4	8,798,250	4,239,406	.3050
YAKIMA	463.3	169.7	5.0	44.3	72.1	39.7	51.3	83.3	86.8	113.4	5,062,893	2,452,501	.1729
WEST VIRGINIA													
BLUEFIELD-BECKLEY-OAK HILL	424.3	153.2	29.5	3.2	68.6	36.7	43.2	72.2	74.5	115.8	3,565,743	2,101,656	.1374
CHARLESTON-HUNTINGTON	1,439.6	522.4	32.9	8.7	224.4	125.0	156.7	242.6	272.5	372.6	13,161,752	6,872,644	.4788
CLARKSBURG-WESTON	239.3	89.3	1.7	1.9	34.9	20.3	25.2	37.9	42.5	71.4	1,998,411	1,012,964	.0740
PARKERSBURG	92.9	35.8	.8	.4	13.6	8.1	9.1	15.5	18.7	25.2	967,204	604,685	.0361
WHEELING-STEUBENVILLE	415.6	156.2	10.4	2.0	58.7	34.8	42.8	66.5	75.2	126.0	4,177,976	1,990,904	.1449
WISCONSIN													
GREEN BAY	1,010.2	370.4	1.2	5.7	149.6	96.5	112.3	166.4	181.7	271.5	11,051,756	5,004,154	.3702
LA CROSSE-EAU CLAIRE	436.0	157.9	.6	1.6	61.3	38.1	58.9	70.3	73.6	120.4	4,514,777	2,334,240	.1591
MADISON	557.9	217.2	6.1	4.7	74.5	46.1	77.5	110.0	100.4	133.6	6,764,291	3,678,496	.2344
MILWAUKEE	1,889.7	706.7	170.9	47.9	268.7	169.4	215.5	328.7	357.9	492.1	23,998,086	10,306,765	.7674
WAUSAU-RHINELANDER	449.1	163.4	.6	1.9	66.5	42.5	50.0	70.6	80.4	124.7	4,636,602	2,236,963	.1602
WYOMING													
CASPER-RIVERTON	139.7	51.0	.5	4.7	23.2	11.5	17.0	28.3	26.8	27.1	1,645,846	1,036,944	.0601
CHEYENNE-SCOTTSBLUFF-STERLING	151.0	58.1	2.2	14.8	23.0	12.7	17.7	26.4	28.2	37.7	1,594,573	1,067,198	.0605
TOTAL UNITED STATES ADIs	241,582.4	89,142.3	29,596.2	18,167.0	34,433.4	20,640.5	27,761.2	42,342.8	46,580.9	62,596.2	2,960,146,061	1,464,836,486	99.2738

S&MM'S FOUR SURVEY ISSUES

Survey of Buying Power, published in July, includes the most current estimates of the demographic and socioeconomic factors of regions, states, metropolitan markets, counties, and cities.

Survey of Buying Power—Part II, published in October, rearranges the basic *Survey* data in terms of TV and newspaper markets so that markets can be evaluated in media terms; it also gives a five-year projection of metropolitan markets, as well as current data on merchandise line sales for several product categories.

Survey of Selling Costs, published in February, includes detailed information on the basic selling costs of the leading metropolitan markets in the U.S. and Canada, plus data on such marketing-related expenses as sales incentives, sales training, sales meetings, car rentals, and salespeople's compensation.

Survey of Industrial & Commercial Buying Power, published in April, provides data on 4-digit SIC Industries, both manufacturing and nonmanufacturing, as well as leading counties for the more than 400 customer industries listed that buy goods and services from consumer and industrial establishments.

SALES & MARKETING
MANAGEMENT

SECTION F:

Zip Code Summaries

Zip data defined

This year's collection of zip codes has been selected from a cross-section of some of the nation's fastest-growing counties: Osceola, FL, Nye, NV, Hillsborough, NH, Mercer, ND, Rockwall, TX, Millard, UT, and Uinta, WY. A quick scan of these area's growth rates since 1980 reveals some mighty impressive statistics, especially since the average rate of population growth for the U.S. was only 6.4% during this same period.

The common bond of growth that these zips share is, in some cases, the only thing that makes one of these locations like another, however. For example, in Oasis, UT, and Intercession City, FL, people over age 65 comprise the biggest share of the population, while in Merrimack, NH, and Mountain View, WY, nearly half the residents are between the ages of 18 and 45, contributing to median household incomes far above the national average. In terms of median age, these zips fall equally on either side of the U.S. figure of 32.2 years, ranging from a high of 37.8 in Intercession City to a low of 25.3 in Mountain View, WY.

Figures showing the racial and ethnic mix for these areas also reveal some interesting differences, such as the fact that Hispanics in Pahrump, NV, make up 7.6% of the population, while in Oasis, UT—only 100 miles or so away—there are no Hispanics at all. Blacks, on the other hand, comprise less than 1% of the population in six of the seven zips listed, with Royse City, TX, recording a 9.6% figure in the 1980 Census of Population and Housing.

By far the biggest differences in the data here concern those for retail sales, where some zips—like Intercession City and Royse City—show very little activity, and Oasis, UT, with no stores in any of the nine categories listed—had none at all. The biggest dollar total was recorded by Merrimack, NH, where retail sales amounted to nearly $77 million last year, primarily due to the proliferation of eating and drinking places in this zip code area, some 32 at last count.

VITAL STATISTICS

Zip Code: 82939
Name: Mountain View
State: Wyoming
Metro: Nonmetropolitan
County: Uinta

DEMOGRAPHIC CHARACTERISTICS

Population: 2,363
Total Households: 763
Median Age: 25.3

Population by Age Group:
0-5 - 384 (16.3%)
6-11 - 331 (14.0%)
12-17 - 190 (8.0%)
18-24 - 258 (10.9%)
25-34 - 560 (23.7%)
35-44 - 277 (11.7%)
45-54 - 159 (6.7%)
55-64 - 72 (3.0%)
65 & over - 132 (5.6%)

1980 Percentage Totals for:
Black Population - 0.3%
Black Households - 0.3%
Hispanic Population - 2.9%
Hispanic Households - 2.3%
Families - 79.1%
Owner-occupied Hshlds. - 74.9%
Renter-occupied Hshlds. - 25.1%
Noncollege Graduates - 40.4%
College Graduates - 6.4%

% Population Growth Since 1980: 99.1%

SOCIOECONOMIC CHARACTERISTICS

Total Income: $26,494,000
Median Household Income: $34,144
Total Employment (1985): 342

Number of Hshlds. with Incomes of:
Less than $5,000 - 31 (4.1%)
$5,000-$9,999 - 33 (4.3%)
$10,000-$14,999 - 76 (10.0%)
$15,000-$19,999 - 40 (5.2%)
$20,000-$24,999 - 68 (8.9%)
$25,000-$34,999 - 146 (19.1%)
$35,000-$49,999 - 253 (33.2%)
$50,000-$74,999 - 86 (11.3%)
$75,000 or more - 30 (3.9%)

RETAIL SALES CHARACTERISTICS

Total Retail Sales: $27,732,000
Buying Power Index (BPI): .0012

Retail Store Counts:
Supermarkets - 3
Department Stores - 0
Apparel & Accessory Stores - 0
Eating & Drinking Places - 4
Furniture, Home Furn. & Appliance Stores - 1
Automotive Dealers - 2
Gasoline Service Stations - 1
Building Materials Dealers - 0
Drugstores - 0

VITAL STATISTICS

Zip Code: 33848
Name: Intercession City
State: Florida
Metro: Orlando
County: Osceola

DEMOGRAPHIC CHARACTERISTICS

Population: 1,296
Total Households: 425
Median Age: 37.8

Population by Age Group:
0-5 - 163 (12.6%)
6-11 - 64 (4.9%)
12-17 - 71 (5.5%)
18-24 - 144 (11.1%)
25-34 - 164 (12.7%)
35-44 - 146 (11.3%)
45-54 - 128 (9.9%)
55-64 - 184 (14.2%)
65 & over - 232 (17.9%)

1980 Percentage Totals for:
Black Population - 0%
Black Households - 0%
Hispanic Population - 10.5%
Hispanic Households - 8.2%
Families - 79.8%
Owner-occupied Hshlds. - 65.7%
Renter-occupied Hshlds. - 34.3%
Noncollege Graduates - 55.6%
College Graduates - 6.8%

% Population Growth Since 1980: 120.4%

SOCIOECONOMIC CHARACTERISTICS

Total Income: $7,015,000
Median Household Income: $16,489
Total Employment (1985): 63

Number of Hshlds. with Incomes of:
Less than $5,000 - 50 (11.8%)
$5,000-$9,999 - 77 (18.1%)
$10,000-$14,999 - 73 (17.2%)
$15,000-$19,999 - 42 (9.9%)
$20,000-$24,999 - 46 (10.8%)
$25,000-$34,999 - 62 (14.6%)
$35,000-$49,999 - 44 (10.4%)
$50,000-$74,999 - 20 (4.7%)
$75,000 or more - 11 (2.6%)

RETAIL SALES CHARACTERISTICS

Total Retail Sales: $2,151,000
Buying Power Index (BPI): .0003

Retail Store Counts:
Supermarkets - 1
Department Stores - 0
Apparel & Accessory Stores - 0
Eating & Drinking Places - 0
Furniture, Home Furn. & Appliance Stores - 1
Automotive Dealers - 0
Gasoline Service Stations - 0
Building Materials Dealers - 0
Drugstores - 0

VITAL STATISTICS

Zip Code: 89041
Name: Pahrump
State: Nevada
Metro: Nonmetropolitan
County: Nye

DEMOGRAPHIC CHARACTERISTICS

Population: 6,075
Total Households: 2,226
Median Age: 34.9

Population by Age Group:
0-5 - 458 (7.5%)
6-11 - 640 (10.5%)
12-17 - 625 (10.3%)
18-24 - 456 (7.5%)
25-34 - 863 (14.2%)
35-44 - 891 (14.7%)
45-54 - 593 (9.8%)
55-64 - 899 (14.8%)
65 & over - 650 (10.7%)

1980 Percentage Totals for:
Black Population - 0.9%
Black Households - 0.8%
Hispanic Population - 7.6%
Hispanic Households - 5.9%
Families - 77.3%
Owner-occupied Hshlds. - 82.5%
Renter-occupied Hshlds. - 17.5%
Noncollege Graduates - 55.9%
College Graduates - 4.5%

% Population Growth Since 1980: 81.7%

SOCIOECONOMIC CHARACTERISTICS

Total Income: $62,330,000
Median Household Income: $24,427
Total Employment (1985): 473

Number of Hshlds. with Incomes of:
Less than $5,000 - 139 (6.2%)
$5,000-$9,999 - 298 (13.4%)
$10,000-$14,999 - 309 (13.9%)
$15,000-$19,999 - 228 (10.2%)
$20,000-$24,999 - 157 (7.1%)
$25,000-$34,999 - 330 (14.8%)
$35,000-$49,999 - 555 (24.9%)
$50,000-$74,999 - 133 (6.0%)
$75,000 or more - 77 (3.5%)

RETAIL SALES CHARACTERISTICS

Total Retail Sales: $18,326,000
Buying Power Index (BPI): .0020

Retail Store Counts:
Supermarkets - 4
Department Stores - 0
Apparel & Accessory Stores - 0
Eating & Drinking Places - 8
Furniture, Home Furn. & Appliance Stores - 1
Automotive Dealers - 2
Gasoline Service Stations - 3
Building Materials Dealers - 2
Drugstores - 0

VITAL STATISTICS
Zip Code: 03054
Name: Merrimack
State: New Hampshire
Metro: Manchester-Nashua
County: Hillsborough

VITAL STATISTICS
Zip Code: 58523
Name: Beulah
State: North Dakota
Metro: Nonmetropolitan
County: Mercer

DEMOGRAPHIC CHARACTERISTICS
Population: 21,940
Total Households: 6,628
Median Age: 28.6

Population by Age Group:
0-5 - 2,348 (10.7%)
6-11 - 2,794 (12.7%)
12-17 - 2,519 (11.5%)
18-24 - 1,514 (6.9%)
25-34 - 4,891 (22.3%)
35-44 - 4,448 (20.3%)
45-54 - 1,782 (8.1%)
55-64 - 915 (4.2%)
65 & over - 729 (3.3%)

1980 Percentage Totals for:
Black Population - 0.7%
Black Households - 0.6%
Hispanic Population - 0.5%
Hispanic Households - 0.4%
Families - 90.4%
Owner-occupied Hshlds. - 91.8%
Renter-occupied Hshlds. - 8.2%
Noncollege Graduates - 40.7%
College Graduates - 12.7%

% Population Growth Since 1980: 42.1%

DEMOGRAPHIC CHARACTERISTICS
Population: 6,047
Total Households: 2,141
Median Age: 31.1

Population by Age Group:
0-5 - 637 (10.5%)
6-11 - 498 (8.2%)
12-17 - 556 (9.2%)
18-24 - 681 (11.3%)
25-34 - 1,062 (17.6%)
35-44 - 873 (14.4%)
45-54 - 597 (9.9%)
55-64 - 432 (7.1%)
65 & over - 711 (11.8%)

1980 Percentage Totals for:
Black Population - 0.2%
Black Households - 0.2%
Hispanic Population - 0.4%
Hispanic Households - 0.3%
Families - 78.0%
Owner-occupied Hshlds. - 74.6%
Renter-occupied Hshlds. - 25.4%
Noncollege Graduates - 50.6%
College Graduates - 6.1%

% Population Growth Since 1980: 68.3%

SOCIOECONOMIC CHARACTERISTICS
Total Income: $328,578,000
Median Household Income: $36,828
Total Employment (1985): 10,958

Number of Hshlds. with Incomes of:
Less than $5,000 - 49 (0.7%)
$5,000-$9,999 - 171 (2.6%)
$10,000-$14,999 - 323 (4.9%)
$15,000-$19,999 - 443 (6.7%)
$20,000-$24,999 - 624 (9.4%)
$25,000-$34,999 - 1,502 (22.7%)
$35,000-$49,999 - 1,658 (25.0%)
$50,000-$74,999 - 1,143 (17.2%)
$75,000 or more - 715 (10.8%)

SOCIOECONOMIC CHARACTERISTICS
Total Income: $85,136,000
Median Household Income: $31,038
Total Employment (1985): 2,212

Number of Hshlds. with Incomes of:
Less than $5,000 - 77 (3.6%)
$5,000-$9,999 - 155 (7.2%)
$10,000-$14,999 - 191 (8.9%)
$15,000-$19,999 - 210 (9.8%)
$20,000-$24,999 - 167 (7.8%)
$25,000-$34,999 - 448 (20.9%)
$35,000-$49,999 - 475 (22.2%)
$50,000-$74,999 - 311 (14.5%)
$75,000 or more - 107 (5.0%)

RETAIL SALES CHARACTERISTICS
Total Retail Sales: $76,952,000
Buying Power Index (BPI): 0089

Retail Store Counts:
Supermarkets - 6
Department Stores - 0
Apparel & Accessory Stores - 3
Eating & Drinking Places - 32
Furniture, Home Furn. & Appliance Stores - 7
Automotive Dealers - 6
Gasoline Service Stations - 7
Building Materials Dealers - 7
Drugstores - 4

RETAIL SALES CHARACTERISTICS
Total Retail Sales: $29,026,000
Buying Power Index (BPI): 0025

Retail Store Counts:
Supermarkets - 3
Department Stores - 0
Apparel & Accessory Stores - 2
Eating & Drinking Places - 13
Furniture, Home Furn. & Appliance Stores - 2
Automotive Dealers - 5
Gasoline Service Stations - 2
Building Materials Dealers - 4
Drugstores - 2

VITAL STATISTICS
Zip Code: 75089
Name: Royse City
State: Texas
Metro: Dallas
County: Rockwall

DEMOGRAPHIC CHARACTERISTICS
Population: 5,361
Total Households: 2,024
Median Age: 35.5

Population by Age Group:
0-5 - 563 (10.5%)
6-11 - 441 (8.2%)
12-17 - 471 (8.8%)
18-24 - 332 (6.2%)
25-34 - 828 (15.4%)
35-44 - 839 (15.7%)
45-54 - 529 (9.9%)
55-64 - 588 (11.0%)
65 & over - 770 (14.4%)

1980 Percentage Totals for:
Black Population - 9.6%
Black Households - 8.6%
Hispanic Population - 4.9%
Hispanic Households - 3.8%
Families - 77.5%
Owner-occupied Hshlds. - 78.4%
Renter-occupied Hshlds. - 21.6%
Noncollege Graduates - 57.3%
College Graduates - 5.5%

% Population Growth Since 1980: 70.1%

SOCIOECONOMIC CHARACTERISTICS
Total Income: $53,714,000
Median Household Income: $21,060
Total Employment (1985): 469

Number of Hshlds. with Incomes of:
Less than $5,000 - 298 (14.7%)
$5,000-$9,999 - 332 (16.4%)
$10,000-$14,999 - 173 (8.5%)
$15,000-$19,999 - 163 (8.1%)
$20,000-$24,999 - 217 (10.7%)
$25,000-$34,999 - 381 (18.8%)
$35,000-$49,999 - 352 (17.4%)
$50,000-$74,999 - 84 (4.2%)
$75,000 or more - 24 (1.2%)

RETAIL SALES CHARACTERISTICS
Total Retail Sales: $6,121,000
Buying Power Index (BPI): .0015

Retail Store Counts:
Supermarkets - 5
Department Stores - 0
Apparel & Accessory Stores - 1
Eating & Drinking Places - 2
Furniture, Home Furn. & Appliance Stores - 0
Automotive Dealers - 1
Gasoline Service Stations - 3
Building Materials Dealers - 0
Drugstores - 1

VITAL STATISTICS
Zip Code: 84650
Name: Oasis
State: Utah
Metro: Nonmetropolitan
County: Millard

DEMOGRAPHIC CHARACTERISTICS
Population: 183
Total Households: 68
Median Age: 35.8

Population by Age Group:
0-5 - 22 (12.0%)
6-11 - 20 (10.9%)
12-17 - 10 (5.5%)
18-24 - 8 (4.4%)
25-34 - 30 (16.4%)
35-44 - 18 (9.8%)
45-54 - 13 (7.1%)
55-64 - 15 (8.2%)
65 & over - 47 (25.7%)

1980 Percentage Totals for:
Black Population - 0%
Black Households - 0%
Hispanic Population - 0%
Hispanic Households - 0%
Families - 76.3%
Owner-occupied Hshlds. - 91.4%
Renter-occupied Hshlds. - 8.6%
Noncollege Graduates - 58.4%
College Graduates - 3.0%

% Population Growth Since 1980: 81.2%

SOCIOECONOMIC CHARACTERISTICS
Total Income: $1,412,000
Median Household Income: $25,625
Total Employment (1985): 7

Number of Hshlds. with Incomes of:
Less than $5,000 - 9 (13.2%)
$5,000-$9,999 - 13 (19.1%)
$10,000-$14,999 - 2 (2.9%)
$15,000-$19,999 - 6 (8.8%)
$20,000-$24,999 - 3 (4.4%)
$25,000-$34,999 - 16 (23.5%)
$35,000-$49,999 - 12 (17.6%)
$50,000-$74,999 - 4 (5.9%)
$75,000 or more - 3 (4.4%)

RETAIL SALES CHARACTERISTICS
Total Retail Sales: None
Buying Power Index (BPI): .0000

Retail Store Counts:
Supermarkets - 0
Department Stores - 0
Apparel & Accessory Stores - 0
Eating & Drinking Places - 0
Furniture, Home Furn. & Appliance Stores - 0
Automotive Dealers - 0
Gasoline Service Stations - 0
Building Materials Dealers - 0
Drugstores - 0